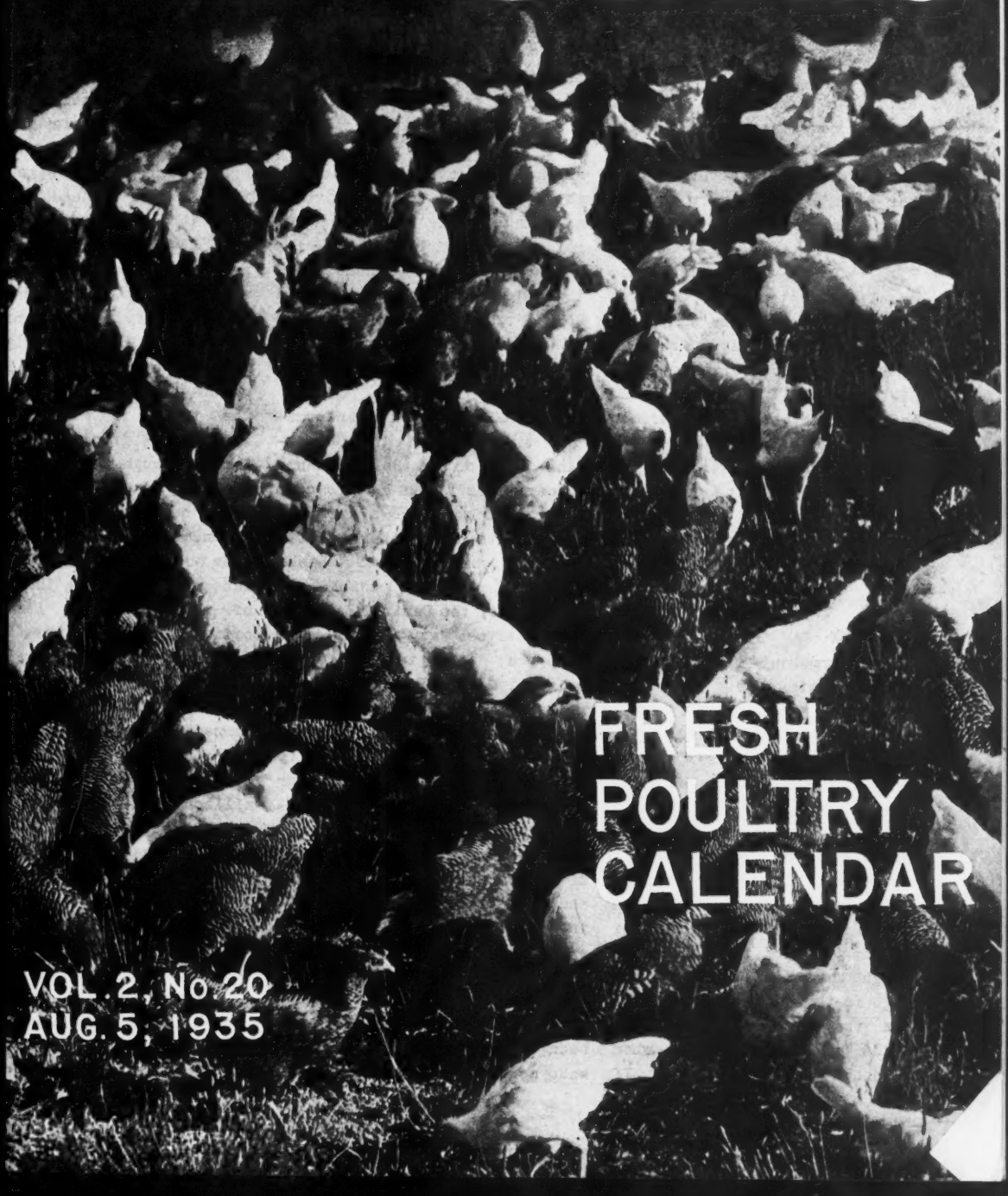
Consumers' Guide

OCT 3 1935
DETROIT



FRESH POULTRY CALENDAR

VOL. 2, No 20
AUG. 5, 1935

CONSUMER QUERIES AND COMMENTS

CC SECOND city to require meats on the retail market to be classified, graded, and marked according to the standards and regulations of the Bureau of Agricultural Economics is Schenectady, N. Y. The Board of Health of that city has made this consumer service compulsory on meat dealers. Meat grading by USDA's Bureau will start after September 1. . . . For more than 9 months a similar service has been operating in Seattle, Wash. Consumer organizations, hotel and restaurant operators, local meat dealers and many wholesalers have given it their endorsement. Reports from Seattle claim that since the inauguration of this service meat consumption has fallen off less than in other cities. . . . Ordinances similar to those passed in Seattle and Schenectady are said to be under consideration by other municipalities.

CC "HOW CAN I pick a good watermelon?" a consumer from Illinois asks. Fruit experts in the Department of Agriculture say that the only sure method for consumers to know what they are getting in this fruit is to have the melon plugged and test its rich red juiciness for themselves. Of course this is not always allowable. Experts do not hand much to the time-honored method of thumping to spot the ripe ones, though they admit they do indulge in that test now and then. When they do, and the melon sounds "pink" it's green; when it sounds "punk" it's ripe. If you can afford it, the biggest melon in sight is usually the best. The smaller the melon the more rind you get in proportion to the meat. Smaller melons, too, are likely to have a streak of white heart, or pale red flesh, which is a disappointment to any consumer. In the long dark green watermelons, called "Tom Watsons", best buys are those over 18 pounds, which measure 16 inches and more in length. The closer you get to 2 feet in length the better the melon. Round types, the "Cuban Queen" and "Dixie Bell", can go down to 16 pounds without danger of inferior quality.

CC "WHERE can we get information on what the Government will do to help finance cooperatives?" asks a Texas consumer. If yours is a farmers' cooperative for either marketing or purchasing, the new banks for cooperatives, which are branches of the Central Bank for Cooperatives, may be able to help you. Write to the Cooperative Division, Farm Credit Administration, Washington, for information. There is no governmental aid provided for city consumer cooperatives similar to this service. The 12 district Banks for Cooperatives are now serving the credit needs of 970 farmers' co-ops. At the end of June they had outstanding some $21,000,000 in credit extended for operating purposes and $9,000,000 for financing physical facilities. During the 2 years these banks have been in operation, they have made more than 1,500 loans.

CC THERE'S no fooling on quality when you buy farm products by Government grade. One good way to get posted on U. S. grades is to ask the Bureau of Agricultural Economics for its pamphlet on "United States Standards for Grades for Farm Products as Identified for Consumers." In simple form this pamphlet summarizes briefly grades for meats, eggs, poultry, butter, canned and fresh fruits and vegetables. . . . For 15 years the Bureau of Agricultural Economics has been developing grades and inspecting and classifying farm products under those grades. Originally the grading service was intended as an aid to producers and the trade in marketing, and identifying grade marks did not carry through to consumers. In recent years Government grade names have gone on an increasing number of products or packages of the product so that consumers can have the benefit of this service. Last year official standards were used in inspecting more than 350,000 carlots of fruits and vegetables; 2 million dozen cans of canned fruits and vegetables; more than 3 million dozen eggs; 6 million pounds of cheese; 18 million pounds of dressed poultry; 50 million pounds of butter; nearly 300 million pounds of meat.

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Fresh Poultry Calendar

Tips to consumers who can afford to include poultry in their market list and want the best value for their money

IT'S ILL weather that brings no consumer consolation. This time one gain goes to poultry enthusiasts, for the drought that did such grim things to 1935 meat supplies and prices dealt a gentler hand to those who can flavor their fare with a little chicken meat now and then.

TICK OFF the prices of beef and pork. You'll find they have pushed up farther than have poultry prices, and the reason is largely that supplies of meats other than poultry are running along this year about one-fourth less than in 1934 and about one-fifth less than the average of recent years. Supplies of chicken meat in 1935 are likely to be only 1 percent smaller than last year's and 4 percent under average for the years 1929 to 1933.

POCKETBOOKS, as well as prices, determine how much of this flavorsome food each shall have. To mil-

Look for largest supplies of fresh poultry in these months

[Cold storage supplies are usually greater when fresh supplies are smallest]

January	STEWERS, ROASTERS, CAPONS, GEESE, TURKEYS
February	STEWERS, CAPONS
March	STEWERS
April	STEWERS
May	STEWERS, BROILERS, DUCKS
June	STEWERS, BROILERS, DUCKS, SQUABS
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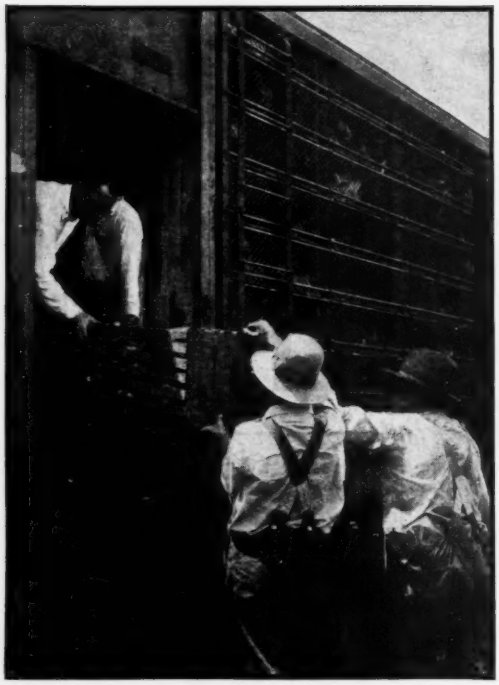


Millions of birds are transported in these specially constructed "live poultry cars" or by truck from the country to distant packing houses and to city markets. Many of the live birds reaching city markets are later slaughtered according to ancient rabbinical requirements and then marketed in Kosher shops

lions with empty or slim purses less drastic price increases are no consolation at all. But for those whose budgets provide for meat, and who count a bird now and then one measure of the good life, this is the time to look to their markets. Not only do poultry prices have the edge on some of the other meats, but from May to the end of the year chicken prices in general are on their seasonal decline.

APPETITE buying can be, if you will let it, one of the best forms of picking your own pocket. Going to market knowing nothing of seasons, of the kind of bird you want, of the amount of meat you are getting per pound of bird, of the different grades, of the best uses of each kind, can do you out of many a dollar.

BROILERS, fryers, roasters, stewers, all have their seasons when they are most plentiful and therefore cheaper. Of course you can get each kind the year round. Specialized poultry farms send birds of varying ages to market every month. Cold storage and quick-

frozen varieties fill the gaps left by fresh poultry. But if you are after the most for your money you will follow the seasons and supplies. The Bureau of Agricultural Economics makes regular reports on the latter.

WARM months, May through August, are the times to look for bargains in fresh broilers—young birds, usually males, weighing from 1 to 2½ pounds after they are bled and plucked (but not drawn). Fresh broilers, fryers, and roasters all are birds which have hatched in the spring of the year during which they were killed.

FRYERS come next, in time to add their flavor to the Fourth of July. From then until the end of October you will find the fresh-killed ones in greatest abundance in markets. A little older and heavier than broilers—weighing from 2½ to 3½ pounds dressed—fryers provide a little more meat in proportion to the bone. A top quality fryer has fine-grained, light-colored flesh, and you can see bits of fat here and there underneath the skin.

LOOK FOR roasters, or baking chickens, from farm flocks, in fall months, from September to January. Farmers like to sell off their young male birds as roasting chickens when they are 7 to 9 months old. On weight, roasters will run from 3½ pounds up. Expert cooks look more kindly on them when they are plumper, around 4 or 5 pounds, because then they cook and carve better. Oven heat is likely to dry out a small roasting chicken.

CAPONS, unsexed male birds, grown for the fancy trade, are about the finest chickens for roasting. When you go in for chicken in the grand manner and want plenty of meat on the bone, this is top choice. Generally from 7 to 10 months old, they weigh from 6 pounds up to 8 and 9. Considering their size and age, capons are very tender-fleshed. Their flush months are December to February.

PULLETS are young hens about ready to lay eggs. They may weigh 3½ or 4 pounds and appear fresh on markets in fall and winter months. In tenderness they rate a little higher than males of the same age.

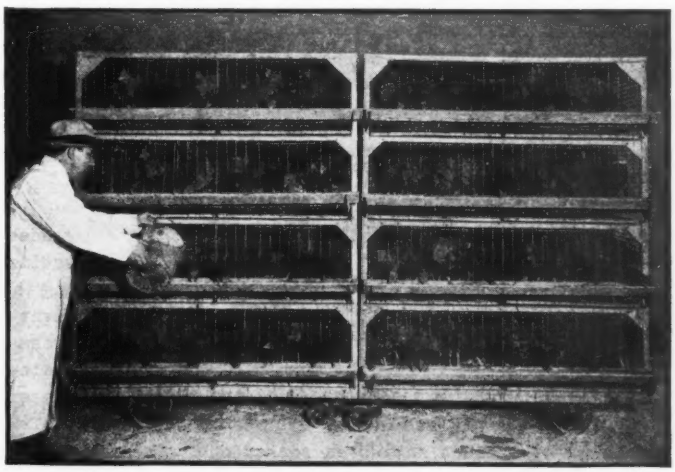
ROUNDING out the fresh chicken calendar come hens which have outworn their usefulness as layers. Over-a-year-old hens are sold as fowl or stewers, from December to June. Because their flesh is tougher, stringier, they must be cooked in "wet heat", that is, boiled or stewed, and cooked slowly. Important tricks on cooking any kind of chicken—but especially the more economical varieties—you can learn from the Bureau of Home Economics. Rough rule to follow is, the older the bird the slower the cooking.

MILK-FED poultry usually sell for higher prices than the ordinary farm product. Many young chickens received at poultry-packing plants are large in frame but poor in flesh. To build up their weight and improve the quality of the flesh, packers may put the chickens through "feeding stations", a kind of "poultry hotel." There the birds may be given a buttermilk and grain diet for from 6 days to 2 weeks. Hens sometimes gain as much as 12 percent in weight, broilers 40 percent. Birds fattened in this way are then sold as "milk-fed." Chances are they have a larger proportion of edible meat than range-fattened or grain-fed stock.

GAGING FRESHNESS by the time between killing and cooking is no longer the infallible rule it used to be. Science has stepped into the business of marketing poultry as it has in most food industries and not only made chicken available the year round but by doing that has helped to steady the prices consumers must pay for their treat. Some day we will tell the story of what cold storage and quick-freezing has done toward balancing food supplies and prices.

MOST CONSUMERS are getting over their early doubts as to the merits of storage and frozen foods. One hour of bad handling of fresh foods may cause greater quality loss than months of careful cold storage. When certain classes of fresh poultry are out of season, the cold storage variety of that class is to be preferred. Fresh summer fowl is usually much inferior to fowl dressed and stored during the late fall and winter months. Fresh roasting chickens after the month of January are coarse and stagy and much below the soft-meated chickens dressed and stored in fall and early winter.

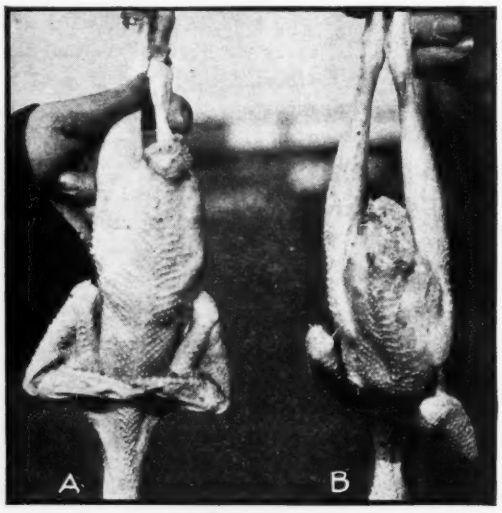
IMPORTANCE of handling poultry from farm to consumers has grown directly as the distance between the two has widened. Major supplies these days come from the Mississippi Valley which is a thousand miles and more away from many consumers. While some poultry is shipped alive to cities, either to be sold alive to consumers or to be slaughtered according to special rites, the majority arrive dressed. As the demand for dressed birds has grown and as production has become increasingly important to farmers, the business of preparing poultry for market has shifted more and more into the hands of packing houses.



'Milk-fed' chickens have spent some days in a feeding station before going to market and usually have more edible meat in proportion to bone than other stock

SKILLED pickers and packers are at hand in these depots to prepare the birds. In early days hard-scalding in a bath of water heated to 185° F. was the usual method used for removing feathers. Because this increased the acidity in the fat and hastened its deterioration, hard-scalding has given way to semi-scalding—125° to 128°F.—and to dry-picking.

COOLING and refrigerating, immediately the birds are plucked, to keep bacteria from multiplying, comes next. Part of the supply then goes to market. Part is put away in cold storage or is frozen against out-of-season months when fresh supplies from the farms are slim.



Top quality broilers have soft, glossy skin; carcasses well covered with fat; well fleshed breasts; no crooked breasts or broken wings or legs. They have been dry-picked or semi-scalded. Good (A) and poor (B) quality broilers are pictured here.

CHICKENS "drawn" at packing plants must be immediately frozen and kept hard until delivered to the consumer or else deterioration will set in. In warm weather dressed poultry should be frozen before shipping. Consumers do well to defrost frozen chickens and draw it at home.

ONCE on the market, it is largely up to the consumer whether he gets his money's worth in poultry.

WATCH your poultry calendar first. Then balance these factors:

EDIBLE MEAT. "Dressed" poultry is the kind with only the feathers removed. "Drawn" chicken is one from which head, feet, and entrails have been removed. Normally chickens lose 25 percent of their dressed weight when drawn and prepared ready to cook. Compared with their live weight, they lose around 30 percent.

NO ABSOLUTE measurements of the amount of edible meat you can count on getting from each kind of chicken have been worked out. One experimenter has figured these percentages in relation to the weight of dressed birds:

CLASS	Total edible weight, percent
Broilers	Between 56 and 60
Fryers	Between 63 and 67
Roasters	Between 62 and 64
Hens	About 71

TOPS in amount of edible meat would seem to come from purchasing hens. But price must be weighed in. In early August of this year, for instance, broilers were selling in some markets cheaper than stewing fowl.

LEARN to identify the quality grade you want. Government grading of dressed poultry and turkeys has been conducted for more than 6 years. The few firms using this service on poultry have plants located mostly in Kansas, Iowa, and Missouri. A total of more than 6 million pounds of dressed poultry was graded for these firms at their packing plants last year. Mark of a Government graded bird is a round tag which states that the bird has been graded by the United States Government and gives the grade. The tag is attached by a metal seal to the bird.

VOLUNTARY service entirely, Government grading takes place only when it is asked for and arrangements are made with responsible State agencies. Cost to the packer amounts only to the salary of the grader plus a part of the supervisor's salary and incidental expenses, which comes to a fraction of a cent per bird examined.

REASON why you seldom see Government-graded birds goes back, in part, to the way poultry is marketed. Grading is done at packing houses. Packers seldom control marketing right to the consumer. They usually sell to dressed-poultry jobbers, chain-store operators, chain-restaurant buyers, and wholesale dealers. These handlers buy from many packers. Unless their customers demand graded poultry they do not demand it from the packers.

CONSUMERS chances for getting Government-graded poultry are measured largely by their insistence on it every time they make a purchase.

FOUR QUALITY grades are provided under the standards for dressed poultry prepared by the Bureau of Agricultural Economics for grading and inspection use:

U. S. Special or Grade AA. Very few birds make this grade. Most packers include the few that do in the second class.

U. S. Prime or Grade A, highest grade obtainable in commercial quantities. About 60 percent of the poultry crop of the country is sufficiently high in quality to meet the strict requirements of this grade.

U. S. Choice or Grade B, still of sufficiently good quality to be acceptable to many consumers for table use.

U. S. Commercial or Grade C, into which would go about 10 percent of the poultry crop. This grade is purchased mostly by low-priced restaurants and retail stores. Because the amount of flesh on the carcass is slight, it is not economical for family use unless purchased at very reasonable prices.

CHECK LIST for quality, where you must be your own judge, includes these points:

1. Soft, flexible breastbone means the chicken is young.

2. Broad well-rounded breast with thighs well covered with meat and fat well distributed gives you more edible meat per pound. Short-legged blocky type with well-rounded body, rather than the long-legged rangy type, is best for table use.

3. Fine-grained, soft, light-colored meat, somewhat like fillet of fish, bespeaks tender meat. Milk-fed chickens are white-fleshed. Corn-fed are yellow-fleshed.

4. Velvet-like skin marks fine quality. The skin should not be torn or scuffed from picking nor discolored from rough handling or improper cooling. If the bird has not been well bled, the skin will be reddened and blue clots of blood will show through the neck skin. Such poultry does not keep well nor has it as good flavor.

5. Dry-picked or semi-scalded poultry are better quality than the hard-scalded kind. Well-dressed birds are free of pin feathers.

CHICKENS do not have a corner on the poultry fancies of consumers who can afford to add delicacies to their diet. Turkeys, usually ready for market at 26 weeks of age, arrive in greatest quantity from the middle of November to January. Government grades, where demanded, are available. More than 10 million pounds, coming mostly from Western States, were so graded during the 1934-35 season.

DUCKS join the poultry procession to market in greatest quantity in spring and summer months. Young ducks, forced for rapid growth, and usually called "green ducks", weigh from 4½ to 6 pounds. Well-grown ducks weigh about 5½ pounds.

GEESE, most plentiful at Thanksgiving and Christmas, are much less common than ducks. They represent about one-half of 1 percent of all the poultry raised in this country and about one-third the number of ducks produced. Ten-week old goslings of the largest breeds of pure-bred geese weigh as much as 10 or 12 pounds when forced for rapid growth.

SQUABS, young pigeons marketed just before they are ready to leave the nest, come to market weighing from 12 to 24 ounces. Lowest prices are found from June through September. Small, dark-skinned birds sell cheapest.

GUINEAS, marketed in late summer and throughout the fall, weigh about 1 or 1½ pounds. The flesh of a young bird is tender and has a flavor somewhat like wild game. Old guineas, like all other fowl, are likely to be tough and rather dry.

To Can or not To Can ?

Count your Costs along with Advantages before you embark on Home Canning

BIGGEST SUPPLIES of fruits and vegetables for canning since 1930 are on the way this year to help make up for last year's deficit.

BECAUSE the drought cut down many crops of canning fruit and vegetables, consumption last year was enough to eat into the stock of canned goods usually carried over from one year to the next. But it looks now as though the empty shelves could be filled from this year's supply.

PRECISE PREDICTIONS of total quantities of fruit and vegetables grown this year, of course, cannot yet be made. But all signs point to unusually plentiful supplies for fresh use, and if the growers carry out their intentions, and get the customary yields, the supply of vegetables for canning and manufacture will be about one-fifth greater than 1934, and about one-seventh above the average of recent years.

CANNED OR FRESH, fruits and vegetables have their place on your dietary. Some raw fruits and vegetables should be on the menu every day, just to be sure that everyone in the family is getting full protection from diet deficiencies, known and unknown. But people whose cooked food does not come fresh from the market stalls, out of season as well as in, need not necessarily go short in vital food values.

WHETHER CONSUMERS get all the food values possible does not depend on whether the food is canned, but how it is canned.

CHOICE BETWEEN your grocer's canned food and your own handwork should be based on relative food value and economy, as well as your own taste.

CHIEF KNOWN VALUES for which we eat vegetables and fruits are minerals and vitamins. Besides these, their fiber supplies necessary bulk, their proteins and fuel value make varying contributions to nutrition.

CANNING SACRIFICES more or less vitamin values, depending on the length of time the food is exposed to air and heat. Processing in closed tin cans keeps most of the vitamins in. Minerals dissolve in water and can be saved if the liquor in the can is used. Proteins and fiber and fuel value, of course, are not lost in canning.

STEAM PRESSURE CANNING is the only method of canning nonacid vegetables that destroys all dangerous bacteria. Tomatoes and juicy fruits call for only the water-bath method at the temperature of boiling water.

NONACID vegetables include asparagus, string beans, lima beans, baby beets, corn, greens — including spinach — mushrooms, okra, green peas, black-eyed peas, pumpkin, squash, and sweetpotatoes. To be safely canned these vegetables must be not only processed in a steam-pressure cooker, but prepared for processing by the hot-pack rather than the cold-pack method.

FRESHNESS IS important. "Two hours between garden and can" is the rule of the canning specialists of the Bureau of Home Economics. If you buy the vegetables to can, you may hardly hope to equal the speed achieved by people who can right on the spot where the food is grown, unless you buy from the garden next door.

WHETHER ECONOMY comes with canning depends on circumstances.

COMMUNITY CANNING proves to be community economy in many places where foods which would otherwise go to waste make a contribution toward better nutrition of families that would otherwise go without proper diet, by large-scale methods most economical of labor and most effective for conservation of food value.

MANY STATES are doubling their community canning programs this year. The Bureau of Home Economics has produced a valuable reference book for the use of community canning projects. The supply is limited, but while they last copies are available free to those actually engaged in organizing or planning community canning. Write to the Bureau of Home Economics, Department of Agriculture, Washington, and ask for "Community Canning Centers."

HOME CANNERS must figure economy on several counts. First count the cost of your food. If you get it from your own garden and do not count in the labor cost of gardening and canning, the "breaks" in economy are likely to be on the side of home canning. If you buy your raw materials, these questions count for or against economy: Are you buying at the season of top supplies, which usually means low prices and high quality? Are you buying in the most advantageous quantity? Are you making sure that waste before canning due to overripe or inferior produce does not eat into your savings?

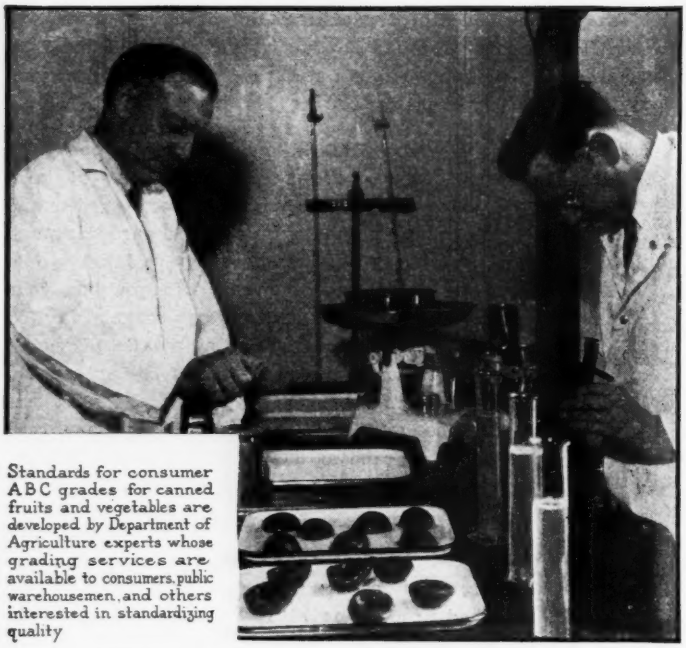
COST OF EQUIPMENT is the next consideration. Count in the cost of the pressure cooker, the cans, the fuel required for a finished product equal in food value and safety to the commercial product with which you are competing.

AVOIDING SPOILAGE after canning is a major concern from the point of view of economy. Theoretically, perfectly canned goods should "keep" indefinitely, but in practice it is wise to plan to use canned food the season it is canned, since the quality does deteriorate. In all canning, home and commercial, three factors are necessary for the preservation of food: First comes sufficient precooking to get rid of air in the tissues. Second comes the tight seal. And third is adequate processing.

FULL INSTRUCTIONS for home canners on these three factors are included in the Bureau of Home Economics publication: "Canning Fruits and Vegetables at Home." Write to the Department of Agriculture and ask for Farmers' Bulletin No. 1471.

HOME-CANNED FOOD needs watching, in spite of the best precautions against spoilage. Keep a few cans of each batch in a warm place for a while after canning to see whether they are going to keep. If they spoil, discard or reprocess the remainder of that pack.

ALL CANNED FOOD, home or store-bought, must be handled with care. Improper storing speeds up the consequences of slight imperfections in the canning job.



Standards for consumer ABC grades for canned fruits and vegetables are developed by Department of Agriculture experts whose grading services are available to consumers, public warehousemen, and others interested in standardizing quality

COOL STORAGE, but not too cold, is the best rule for canned goods. A dry place is important, for dampness tends to rust the cans and open the way to perforations that let in air. Freezing must not be allowed, because not only do you run the risk of broken seals in both glass and cans but also certain physical changes take place that make some foods less appetizing.

HIGH TEMPERATURE is taboo for all canned food. Wise housekeepers see that their supply is not over a radiator in winter or under a tin roof or facing a west window in summer. Wise commercial canners keep their warehouses at a livable temperature. When cans are stacked in the warehouse before they are sufficiently cooled, they get what canners call "stack-burn." Stack-burned tomatoes are an unpleasant brown. High temperature, too, speeds up the formation of hydrogen gas.

KNOWING SIGNS of spoilage is important, whether you want to watch your own canned food for spoiling, or whether you want to be able to select correctly from your grocer's shelves.

BULGING CANS are stop signals. They may mean merely hydrogen gas, which is harmless, or fermentation or putrefactive bacteria which would make the food a total loss. Don't take a chance. Both ends of tin cans should be flat and curved slightly inward. Neither end should bulge or snap back when pressed. All seams should be tight and clean, with no trace of leaks. In glass jars there should be no bulging of the rubber and no signs of leakage. Spurting liquid or sudden outburst of air when you open the container also mean danger.

DON'T TASTE canned goods if they have an "off" odor or any other indication of spoilage. When in doubt, boil the food 10 to 15 minutes before tasting. Even a taste of spoiled nonacid foods may cause death. That is why hot-pack and pressure cooking are stipulated for the nonacid vegetables. That is why it is important to can by the rules compiled from scientific research in Farmers' Bulletin No. 1471.

GOOD NEWS for the consumer of store-bought canned food comes with the announcement of new products to be sold by a number of large distributors whose labels indicate the exact quality with such terms as "Grade A", "Grade B", and "Grade C."

EXPRESSING CONSUMERS' demand for more accurate information as a basis for paying prices for relative values in canned goods, the President gave new impetus to the grade label movement last year when he signed the NRA Canning Code. Even though the Canning Code Authority, which was delegated to work on the problem and had reached the point of agreeing that more descriptive labeling was desirable, has gone out of existence, the demand for informative grade labeling of all canned goods to which the President gave added force is still gaining ground.

WITHOUT WAITING for the findings of the Canners' Code Authority, one large chain led the parade last year with new A B C labels on tomatoes, corn, peas, and snap beans. Since then have come spinach, beets, sauerkraut,

carrots, and ketchup. Red sour cherries, too, are being labeled A B C, and peaches are on the way. Other distributors and certain individual canners have also seen the value of the A B C labels and put them on their products.

THANKS FOR this new step in the direction of consumer value, toward which the canning industry has already advanced far, should go to the many interested home economists and technicians in the Government and outside who have given years of work to the crusade for more adequate consumer information, as well as to groups of organized consumers who have wakened to the realization of where their interests lie. Giving active support to these friends of consumers in extending the line of progress further in this field and on into other fields is the next job for enlightened consumers.

U.S. official grades rate these canned tomatoes:
Price is seldom a sure guide to quality of canned fruits and vegetables. Each quality grade has its special uses, but without informative labels consumers cannot be sure they get their money's worth
A
B
C

Helps to Rural Consumers

from Government publications

Second section (first section published in the July 22 issue) of a bibliography of nontechnical bulletins on everyday home and community problems. Where a price is quoted, order from the Superintendent of Documents, Washington, D. C. Request free bulletins from the Bureau named.

4. HEALTH

COMMUNITY

Children's teeth, a community responsibility, a practical plan for organizing protective and remedial measures. Public Health Reprint 622. 5¢.

Community health program. Public Health Reprint 1065. 5¢.

Cooperative county health work. Public Health Reprint 1011. 5¢.

County health unit of yesterday and today. Public Health Reprint 1472. 5¢.

County-wide sanitary and health survey. Public Health Reprint 1318. 5¢.

Full-time county health program developed in Mississippi Valley following flood. Public Health Reprint 1228. 5¢.

Rural hospitals. Farmers' Bulletin 1485. 5¢.

The sanitary privy. Supplement 108 to Public Health Reports. 10¢.

Transmission of disease by flies. Supplement 29 to Public Health Reports. 5¢.

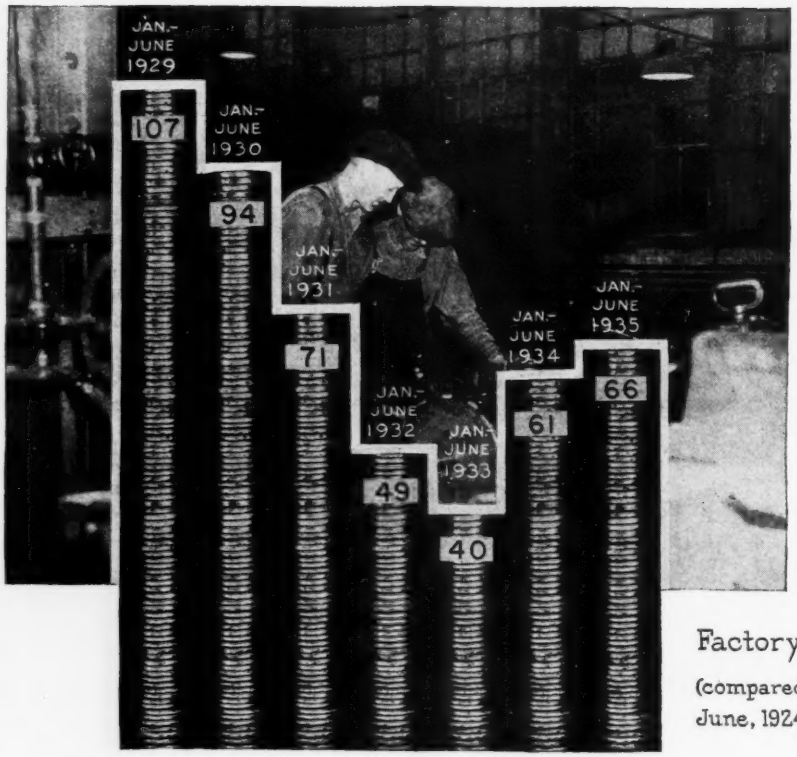
Whole-time county health officers, 1934. Public Health Reprint 1649. 5¢.

FIRST AID

Directions for restoring the apparently drowned, for saving drowning persons by swimming to their relief, and for treatment of frostbites, as practiced in Coast Guard. Reprint with changes. 1931. 5¢.

Manual of first-aid instruction. Bureau of Mines. 1930. 20¢.

What to do in case of accident. Public Health Misc. Publication 21. 15¢.



Factory payrolls

(compared with January-June, 1924-1929)

Consumer Yardsticks

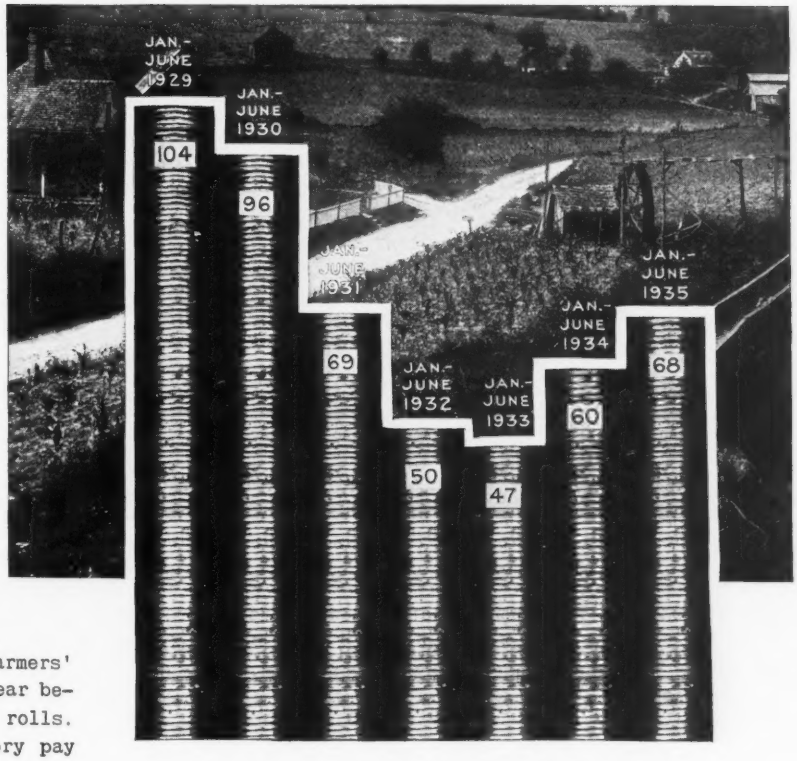
IT TAKES more than one yardstick to measure changes in consumer fortunes. Nobody has been able yet to weld all the possible measures into one. Some are difficult to reduce to figures. Try to compute in figures an increase or decrease in your desire for an automobile, or in your ability to get your money's worth. Yet such things are important in any estimate of your ups and downs as a consumer. Some yardsticks of consumer depression and recovery which might be used are not available. Others which are available are not comparable for one reason or another.

TWO MAJOR measures of prosperity, nevertheless, are important to every consumer: The money coming in and the cost of things and services you buy. Once you get beyond the primer of consumer mathematics, you want to know how much income all consumers are getting because their fortunes, sooner or later, are bound to affect yours. You want to know, too, the cost of everything produced because costs even of things you do not buy make a difference in your standard of living.

EARLIER issues of the CONSUMERS' GUIDE have reported changes in farmers' and factory workers' incomes and expenses. In the following pages we picture a few of the yardsticks of income and costs as they changed in the first 6 months of 1935 compared, in most cases, with the first half of the years 1924 to 1929. Previous comparisons have been made with the years 1923-25. This shift has been made because to get a longer period makes for a better compari-

son and because certain data are not available for 1923.

FARMERS' and factory workers' cash incomes in years past have kept fairly close pace with each other. Factory pay rolls in 1929 were about 1 billion dollars greater than farmers' cash income, but when one began to fall off the other fell, too. At the pit of the depression, factory pay rolls had dropped a little further than had farm income. In the first half of 1934 they made more of a recovery from 1933 than did farmers' cash income, but in the first half of 1935 farmers' cash income gained over the year before more than did factory pay rolls. In this latest period, factory pay rolls were 66 percent and farmers' cash income 68 percent of their 1924–29 average.

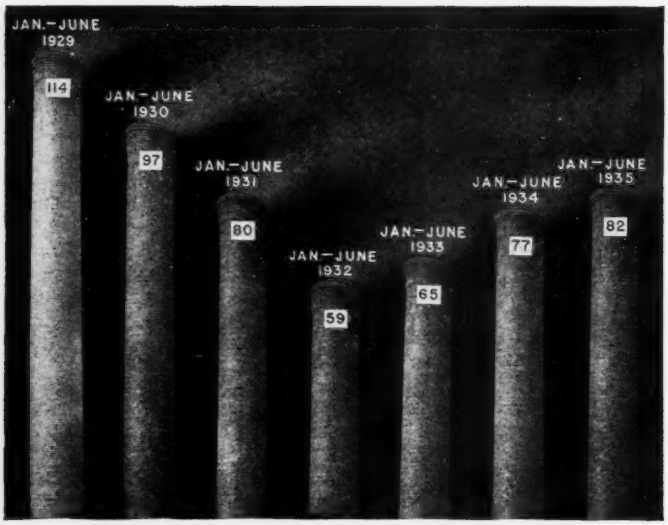


Farmers' Cash Income
including 1934-1935, benefit payments
(compared with January June, 1924-1929)

THESE ARE important figures to keep in mind. They show how largely the fortunes of farmers and factory workers are bound up in each other. To factory workers they are an indication of how chances for jobs and pay change with farm income. To farmers they are a warning that their chances to get more money for food and other crops hang on workers earning more or having to spend less on nonfarm products and services.

PART of the gain in farmers' income has come from higher prices received for crops and livestock. Part has come from benefit payments for agricultural adjustment. In the first half of 1934 these payments added $149,000,000 to farm income; in that half of 1935 they added $288,000,000. Although prices farmers received in June 1935 were 46 percent higher than in June 1933, farm production is not so large this year as it was 2 years ago, largely because of 1934's serious drought, but partly because of agricultural adjustment. Farmers who during the depression kept on producing cotton, wheat, hogs, and other products which used to be sold abroad but could no longer be sold there, cut out much of that production in 1934. In 1935 they are trying to increase their production over last year so as to make up for some of the drought reduction. Whether they can continue to get their present prices with this greater production depends on the size of city workers' purchasing power.

BUILDING bigger purchasing power for city workers depends first on more jobs and better pay. Factories on which so many workers must depend for their livelihood are still producing far below their volume in the years 1924–29. The smoke-stack picture shows how factory production was cut down from 1929 to 1932. Since 1932 it has been building up again. The greatest gain came between 1933 and 1934. Production in the first



Factory Production
(Compared with January.-June, 1924-1929)

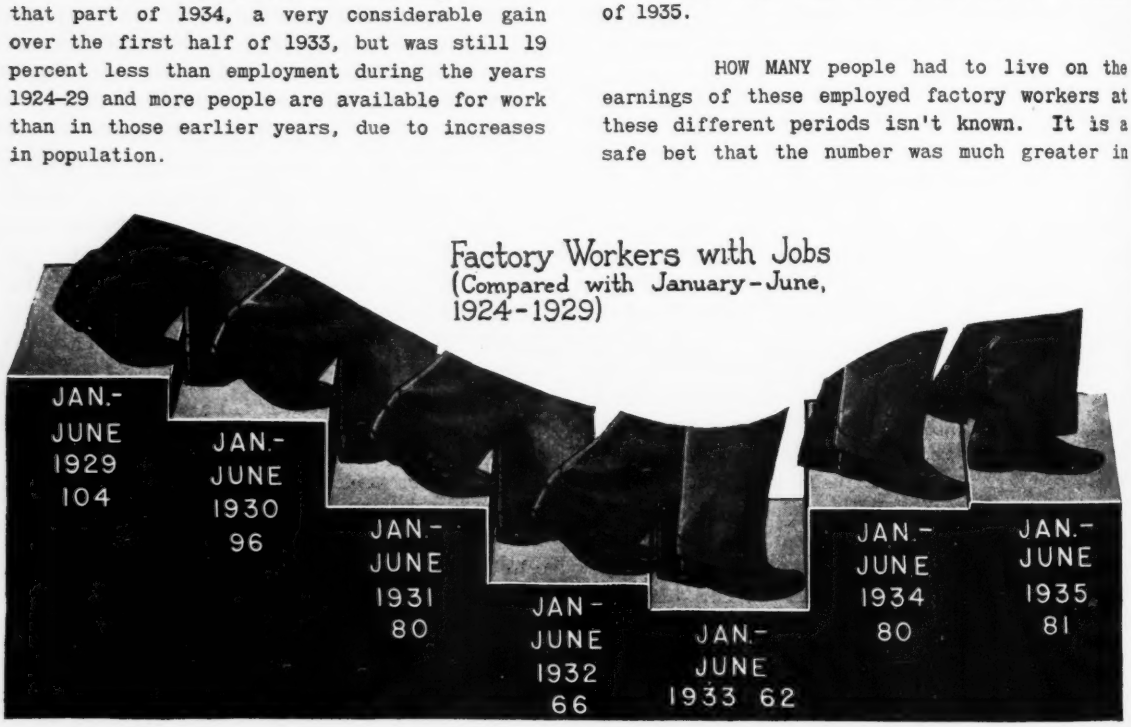
PAYROLLS have picked up since the lows of 1933 much more than has employment in factories. In the first half of 1935 they averaged 67 percent more than in the first 6 months of 1933, but this gain was from such a low level that even with the increase the money that is going from factories into the pockets of workers is a third less than it was in the years 1924-29.

TO INDIVIDUAL consumers how much is in the pay envelop at the end of the week is a more pressing concern than the sum total of cash paid out. Factory workers' average weekly earnings in the first half of 1935 were 28 percent larger than in the first half of 1933, but like employment and pay rolls were still well below their 1924-29 level. For each dollar in their envelops during the years 1924-29, 82 cents went into them during the first 6 months of 1935.

HOW MANY people had to live on the earnings of these employed factory workers at these different periods isn't known. It is a safe bet that the number was much greater in

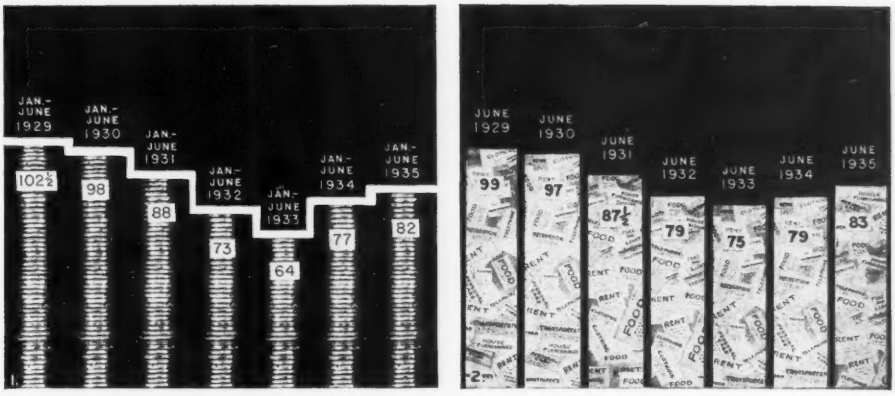
half of 1935 was 38 percent greater than in the first half of the slackest year, 1932, but it was still 18 percent under average production, counting 1924-29 as average.

FACTORY employment in the first half of this year represented a slight gain over that part of 1934, a very considerable gain over the first half of 1933, but was still 19 percent less than employment during the years 1924-29 and more people are available for work than in those earlier years, due to increases in population.



1. Factory workers' average weekly earnings
(compared with January-June, 1924-1929)

2. City workers' cost of living
(compared with June, 1924-1929)



1933 than in predepression years. The burden may still be as great, even though employment has picked up, since savings of many workers have been depleted and there are more people in the country now than in those years.

OTHER HALF of purchasing power is what it costs to live. Living costs for workingmen's families did not shrink as earnings did on the road down into the depression. For every dollar it cost workingmen's families to live in 1929, it cost them 76 cents in June 1933. For every 76 cents it cost them in June 1933, it cost about 84 cents in June 1935. That is, living costs between June 1933 and June 1935 advanced 11 percent. Because employed factory workers' earnings had increased more than that, the purchasing power of these workers was considerably higher in the first half of this year than 2 years ago. For every dollar's worth of goods they could buy in the first 6 months of 1933, they could purchase $1.16 worth in the first half of 1935. Purchasing power of employed factory workers in this latter period was 4½ percent lower than in the first half of 1929.

FACTORY WORKERS obviously are not the only employed group of city consumers. All of our yardsticks of city-consumer welfare have concerned them, solely because there are better records of factory employment and earnings. There are records of workers in other employment but no comparable figures from which to draw a composite picture.

NO MEASURE of consumer purchasing power can ignore the burden of heavier responsibilities that rest on budgets of many employed workers. Nor can it pass over the number of consumers who would have no income at all from any source were it not provided by the Government either in cash or in kind, either as outright aid or as payment for work.

UNEMPLOYMENT continues a serious problem. How many employable workers there are without jobs has not been officially computed. Several millions of unemployed are receiving Government relief. In June of this year the relief agencies reported 4,800,000 families and single persons on their rolls. A year ago the figure was 4⅓ million. Some individuals on relief have private employment, but are earning too little to keep them going unless they get aid from the Government.

SOME jobless workers carry along on savings from better years. Others get help from friends and relatives more fortunately placed. Government is forced to take over the task of providing subsistence until private business can get them back to work.

IMPROVEMENT in factory employment and payrolls since the worst year of depression has been shown above. Other lines of employment, outside of factories, have also improved since that year. Farmers' gross income has gone up with factory payrolls. Further gains in business and industrial activities are needed to put the unemployed on a self-sustaining basis. Continued increase in farmers' purchasing power depends upon that. And more purchasing power to farmers in turn will help to extend the industrial pick-up and put city workers back to work.

AGAIN food costs marked time. During the 2 weeks from July 2 to July 16 there were some ups and downs in prices of individual foods, but the average for all reported by the Bureau of Labor Statistics on the latter date was a tenth of a point under the July 2 level.

A CONTOUR MAP of food costs since July 1933 would look like this: first a slow upward grade, so gradual that a year later food cost just about 5 percent more than it did in that July. From July 1934 to the middle of September 1934, when drought was battering away at feed supplies, the road turned up more sharply. By the middle of September food costs had reached a point 11 percent higher than the July 1933 level.

FROM SEPTEMBER'S knoll, the road sloped down hill slightly, until at the end of the year food costs were at a level 9 percent above the July 1933 starting point. Starting upward again at the beginning of 1935 the road climbed more sharply, due in large measure to reduced supplies of meats, poultry, and dairy products. From January until the end of April there were some occasional down-dips, but by April 23 the road had reached a point 19 percent higher than in July 1933. Since that date, it has been turning downward again. By July 16 food costs had dropped to a level 16 percent above the starting point 2 years earlier.

AWAY in the background stand the pre-depression peaks of food prices, higher than any average since. Workingmen's families' food costs in July 1929 were 51 percent higher than in July 1933 and 30 percent higher than in July 1935.

INDIVIDUAL items in the market basket have taken widely varying price routes since

CHANGES IN CITY RETAIL PRICES

Kind of food	July 17, 1934	July 2, 1935	July 16, 1935	Change in year	Above or below July 1929
Dairy products:	¢	¢	¢	%	%
Milk, qt	11.2	11.8	11.7	+4.5	-18.2
Cheese, lb	23.7	24.9	24.9	+5.1	-34.3
Butter, lb	30.1	30.2	30.3	+0.7	-43.2
Beef:					
Round steak, lb	29.0	36.8	36.7	+26.6	-21.9
Rib roast, lb	22.6	30.4	30.2	+33.6	-20.9
Chuck roast, lb	16.6	23.9	23.6	+42.2	-24.6
Pork:					
Chops, lb	25.5	35.2	37.0	+45.1	-6.3
Lard, lb	10.5	19.2	19.3	+83.8	+5.5
Whole smoked ham, lb	23.5	28.3	28.7	+22.1	——
Lamb:					
Leg of lamb, lb	26.2	27.3	27.3	+4.2	-33.6
Breast lamb, lb	11.0	13.2	13.3	+20.9	——
Square chuck, lb	19.3	21.5	21.2	+9.8	——
Poultry and eggs:					
Hens, lb	23.7	28.0	28.2	+19.0	-27.8
Eggs, doz	26.3	32.7	33.6	+27.8	-23.8
Bread:					
White, lb	8.2	8.3	8.3	+1.2	-7.8
Rye, lb	8.8	8.9	8.9	+1.1	——
Whole wheat, lb	8.8	9.0	9.0	+2.3	——

(Continued)

Your Food

1933. Meats cost 51½ percent more in the middle of July this year than 2 years ago; fats and oils cost 58½ percent more; eggs, 38 percent; cereal, 18 percent. Standing in great contrast against these increases is the decrease in fruit and vegetable prices, 25 percent cheaper this mid-July than in the middle of July 1933.

NOW for the changes in the first two weeks of July of this year. Pork prices, which had temporarily halted their rise during the latter part of June, advanced again in the first half of July. Beef cuts were generally lower and lamb averaged about the same on July 16 as on July 2. Dairy products slipped downward a little, with the average price of whole milk

CHANGES IN CITY RETAIL PRICES

Kind of food	July 17, 1934	July 2, 1935	July 16, 1935	Change in year	Above or below July 1929
Cereal products:	¢	¢	¢	%	%
Flour, 1b	4.9	4.9	4.9	0.0	-2.0
Macaroni, 1b	15.6	15.7	15.6	0.0	-20.4
Wheat cereal (28-oz. pkg.)	24.2	24.7	24.7	+2.1	-3.1
Vegetables - canned:					
Corn, #2 can	11.3	13.0	13.0	+15.0	-17.7
Peas, #2 can	16.6	17.8	17.6	+6.0	+6.0
Tomatoes, #2, #2½ can	10.5	10.4	10.4	-1.0	-24.6
Vegetables - fresh:					
Potatoes, 1b	2.1	2.1	2.1	0.0	-46.2
Onions, 1b	4.9	5.9	5.1	+4.1	-27.1
Cabbage, 1b	3.4	3.2	2.8	-17.6	-41.7
Vegetables - fresh:					
Lettuce, head	8.2	7.9	9.4	+14.6	———
Spinach, 1b	8.1	5.4	6.0	-25.9	———
Carrots, bunch	5.0	5.2	4.9	-2.0	———
Fruits - canned:					
Peaches, #2½ can	18.3	19.6	19.5	+6.6	———
Pears, #2½ can	21.1	23.0	23.0	+9.0	———
Pineapple, #2½ can	22.1	22.6	22.6	+2.3	———
Fruits - fresh:					
Apples, 1b	7.1	7.6	6.3	-11.3	———
Bananas, doz., 1b	23.2	21.5	21.7	-6.5	-32.4
Oranges, doz	38.1	31.7	31.8	-16.5	-29.0

Bill

Complete on this page.

off 0.8 cent a quart. Vegetable prices increased slightly. Potatoes stayed at the same level as 2 weeks earlier; lettuce moved upward, and carrots advanced a little over a half-cent a pound. In the fresh fruits, apples dropped 1.3 cents per pound with the new crop; orange and banana prices tended upward slightly. Canned fruits and vegetables showed but little change.

FRUITS AND vegetables, always summer's food headliners, have been particularly good consumer draws this year. By the time August arrives, however, their number and variety begin to thin out. There will be a pick up again in the case of some vegetables and fruits when late

crops begin in September to come to market.

SHIPMENTS of early and intermediate crop potatoes practically finished up in July with only a few left-overs to be shipped in August and a comparatively small quantity to be shipped from less important States. The late crop does not begin to come to market in any considerable quantity until late September, and then increases seasonally to a peak in March. August is also at the end of the early onion season and too early for the late crop. So it goes with fresh vegetables.

GREEN PEAS are just about over, celery is just beginning to move from New York State, and carrots are just about beginning the fall marketings. Corn, tomatoes, snap beans, and other locally grown crops should be coming to market during August. Sweetpotatoes are one thing that should be showing up on the vegetable side in good volume. We still have a month or two for good melons. Peaches are probably most plentiful right now and they should be pretty good. If you are going to can peaches, August is a good month to buy them if you live north of the Mason-Dixon line; if you are south of it you should have bought in July. Apples are just at the beginning of the season and supplies will be increasing now until mid-winter. Grapefruit season is over; if any appear on the fruit counter they are apt to be dry and too old. The summer orange or "Valencia" is in good supply now and the crop is fairly large in California. Pears are in season now and should be in fair volume in most localities.

WITH FAVORABLE weather the supplies of seasonable fruits and vegetables from now on should be plentiful; acreage of truck crops is about the highest on record.

BEEF

BEEF PRICES were shaved down slightly during the 2 weeks July 2 to July 16; round steak declining 0.1 cent a pound, rib roast 0.2 cent, and chuck roast 0.3 cent. Prices of beef cuts ranged from 25 percent to about 43 percent higher in the middle of July than they cost a year earlier.

TOTAL cattle numbers in the United States in July of this year were considerably smaller than the year before and federally inspected slaughter of cattle and calves during the last half of 1935 is expected to be somewhat smaller than the relatively large slaughter for commercial purposes in the last half of 1934. The reduction in slaughter supplies probably will be most marked in the number of calves and in the better grades of steers slaughtered. With prospective feed grain production much larger this year than last, the number of cattle fed in the Corn Belt next fall and winter is likely to be larger than a year earlier. During the first half of 1936 marketings of grain-fed cattle are expected to be larger than in the corresponding period of 1935, but total slaughter of cattle and calves probably will be less.

CATTLE PRICES paid farmers rose sharply from the fall of 1934 to the spring of 1935, but have since lost a part of their gain. The advances were relatively much greater for lower grades, prices of which were greatly depressed last year because of the drought, than they were on the higher grades.

WITH current prices of cattle considerably higher than a year ago and slaughter supplies for the next 5 months expected to be somewhat less than in the corresponding period of 1934, farm prices during the remainder of 1935 are expected to average materially higher than a year earlier.

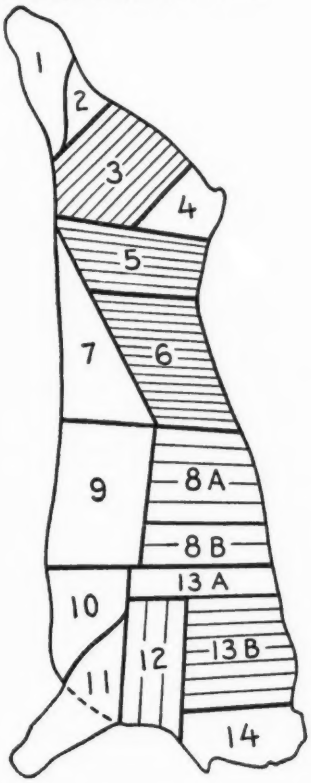
Average Retail Prices, July 16, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	36.7	30.2	23.6
New England:			
Boston	46.6	35.3	29.4
Bridgeport	44.4	36.1	28.6
Fall River	43.8	30.1	24.6
Manchester	44.4	30.6	26.9
New Haven	46.6	35.9	27.5
Portland, Maine	44.8	34.9	25.8
Providence	45.0	35.0	27.5
Middle Atlantic:			
Buffalo	35.2	30.6	24.2
Newark	42.2	33.5	26.9
New York	38.9	32.9	25.1
Philadelphia	40.8	36.2	26.5
Pittsburgh	37.9	32.0	24.3
Rochester	36.6	29.0	23.9
Scranton	38.4	33.5	28.2
East North-Central:			
Chicago	35.6	32.3	25.9
Cincinnati	39.6	33.9	26.8
Cleveland	36.8	31.7	26.4
Columbus	40.2	31.5	26.6
Detroit	36.2	30.3	25.1
Indianapolis	38.2	29.9	25.7
Milwaukee	35.1	29.4	25.7
Peoria	34.5	27.6	23.0
Springfield, Ill	35.4	26.2	22.6
West North-Central:			
Kansas City	34.0	28.9	22.7
Minneapolis	33.3	28.4	24.4
Omaha	34.9	26.3	22.5
St. Louis	39.7	31.1	23.9
St. Paul	33.0	29.0	24.3
Wichita	33.5	23.4	17.7
South Atlantic:			
Atlanta	37.5	29.1	23.1
Baltimore	35.9	31.2	23.8
Charleston, S. C	32.7	26.5	20.0
Jacksonville	30.0	26.3	20.5
Norfolk	34.7	29.0	21.8
Richmond	37.9	30.4	21.8
Savannah	29.4	25.5	18.6
Washington, D. C	41.7	32.8	26.5
Winston-Salem	27.0	20.6	21.5
East South-Central:			
Birmingham	38.1	27.9	22.3
Louisville	37.3	27.8	23.6
Memphis	37.6	27.3	19.6
Mobile	30.5	23.3	17.2
West South-Central:			
Dallas	37.8	31.5	21.6
El Paso	32.2	25.2	20.0
Houston	34.4	28.9	19.6
Little Rock	33.5	27.7	19.2
New Orleans	31.4	28.9	19.1
Oklahoma City	27.6	19.1	16.4
Mountain:			
Butte	27.6	24.6	19.2
Denver	31.5	24.6	21.0
Salt Lake City	31.9	26.1	22.4
Tucson	34.7	31.7	23.7
Pacific:			
Los Angeles	31.8	27.8	20.1
Portland, Oreg	25.1	21.6	17.3
San Francisco	31.4	28.1	18.7
Seattle	31.9	26.8	19.1

COOK ACCORDING TO THE GRADE AND CUT

BEEF

CHICAGO METHOD OF CUTTING



CHICAGO METHOD

1. Shank—Soup; stew; hamburger.
2. Heel of round—Stew; pot roast.
3. Full round—Minute steak; Swiss steak; pot roast; stew.
4. Boneless rump—Pot roast; corned.
5. Sirloin—Broiled steak; roast.
6. Porterhouse—Broiled steak.
7. Flank—Braised steak; stew; hamburger.
8. Prime rib—7 ribs:
   - A. Prime rib roast—5 ribs.
   - B. Blade roast—2 ribs.
9. Plate, fresh or corned—Stew; boiling meat.
10. Brisket, fresh or corned—Boiling meat; stew.
11. Fore shank—Soup; stew; hamburger.
12. Chuck round bone—Pot roast; stew.
13. Chuck—Straight cut:
    - A. Chuck blade—Pot roast.
    - B. Chuck—Swiss steak.
14. Neck—Stew; mincemeat; meat loaf.

OTHER EDIBLE PARTS

Heart—Stew; stuffed and braised.
Kidney—Stew; meat pie.
Liver—Fried; braised; liver loaf; liver paste.
Tongue—(Fresh; corned; pickled; smoked;) boiled.
Tripe—Pickled; broiled; creamed.
Oxtail—Stew; braised; soup.

Lean meat in all cuts is equally nutritious. Its palatability depends on the method of cooking. The Bureau of Home Economics will tell you ways of preparing cheaper cuts.

Quality of beef is as important as the cut. Look for "U. S." grades—Prime, Choice, Good, Medium, Common—roller-stamped in purple ink appearing on all cuts of carcasses which have been Government-graded for quality.

PORK PRODUCTS

PORK PRODUCTS continued upward in price, pork chops advancing 1.8 cents a pound, whole smoked ham 0.4 cent a pound, and lard 0.1 cent a pound in the 2 weeks ending on July 16. Lard prices moved up to about 84 percent higher than they were a year ago. Prices of other pork products ranged from 22 percent to 45 percent above levels on July 17, 1934.

FURTHER DECLINE in hog slaughter made hogs one of the few commodities for which local market prices were higher in mid-July than a month earlier. At $8.40 per 100 pounds on July 15, however, farmers received only 4 cents more than in mid-June. Nevertheless, in July 1934, farmers sold hogs for an average of $3.95 per hundredweight, or less than half the price this July.

HOG SLAUGHTER at eight primary markets amounted to 338,000 head during the 2 weeks ending July 13, as compared with 393,000 during the fortnight before June 15, and 752,000 head in the corresponding 2 weeks in 1934.

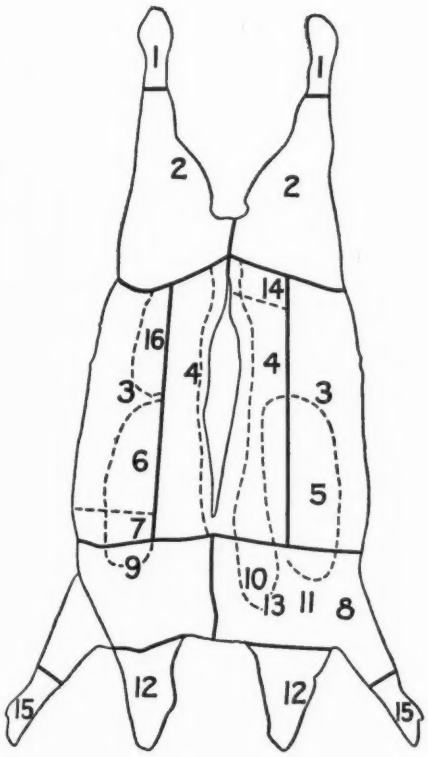
THE PIG CROP this spring was about 20 percent smaller than last year's. While the indications are for a larger fall pig crop, it will not be sufficient to offset the effects of the smaller spring farrowing. This year's corn crop is expected to be below the 1928-32 average, but much greater than last year's crop. Supplies of other feed grains will probably be about average, but bigger than a year ago. Hogs will probably be marketed at heavier weights during the next season than in 1934-35, which may offset to some extent the fewer numbers. Increased demand for breeding stock, however, will probably minimize this influence.

Average Retail Prices, July 16, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	37.0	19.3	28.7
New England:			
Boston	37.7	18.3	30.0
Bridgeport	39.8	18.2	29.3
Fall River	37.6	17.5	29.2
Manchester	37.7	18.4	30.4
New Haven	39.5	18.9	30.2
Portland, Maine	38.0	18.1	29.2
Providence	40.2	17.8	28.3
Middle Atlantic:			
Buffalo	37.8	18.0	28.7
Newark	39.8	20.0	30.7
New York	39.0	19.6	29.6
Philadelphia	40.1	19.9	29.4
Pittsburgh	40.3	18.7	28.0
Rochester	36.6	18.5	28.9
Scranton	40.8	20.0	28.5
East North-Central:			
Chicago	38.4	18.7	27.9
Cincinnati	39.6	20.6	28.9
Cleveland	39.2	21.0	28.6
Columbus	37.7	19.3	29.0
Detroit	43.0	18.9	30.0
Indianapolis	36.1	18.6	27.4
Milwaukee	36.0	18.7	27.7
Peoria	35.4	19.9	28.3
Springfield, Ill	34.5	19.1	27.9
West North-Central:			
Kansas City	36.0	19.0	28.1
Minneapolis	36.5	18.9	28.4
Omaha	33.6	20.1	27.8
St. Louis	39.8	18.9	28.6
St. Paul	35.2	19.1	27.5
Wichita	33.8	19.3	26.7
South Atlantic:			
Atlanta	34.5	19.0	26.6
Baltimore	36.8	18.7	29.2
Charleston, S. C	31.5	19.6	26.9
Jacksonville	31.3	19.6	27.4
Norfolk	33.4	18.1	28.7
Richmond	37.2	18.3	28.1
Savannah	30.7	18.7	25.8
Washington, D. C	41.9	18.7	29.1
Winston-Salem	34.2	17.4	28.4
East South-Central:			
Birmingham	33.1	18.4	27.4
Louisville	35.8	19.8	26.2
Memphis	35.9	18.8	28.8
Mobile	31.8	19.0	27.7
West South-Central:			
Dallas	33.7	21.7	28.4
El Paso	38.7	19.2	30.9
Houston	33.0	18.2	26.7
Little Rock	31.9	20.0	27.9
New Orleans	35.7	18.9	28.0
Oklahoma City	32.9	18.6	28.3
Mountain:			
Butte	30.4	22.1	28.9
Denver	35.9	21.1	29.2
Salt Lake City	36.3	23.6	31.0
Tucson	36.7	20.2	28.7
Pacific:			
Los Angeles	41.5	18.9	29.2
Portland, Oreg	33.1	19.7	29.0
San Francisco	37.8	20.1	31.2
Seattle	37.3	19.7	31.3

COOK ACCORDING TO THE CUT

PORK



1. Hind feet—Boiled and pickled.
2. Hams, Cured—Baked or boiled; fried, broiled, or braised.
   Fresh—Roast; braised steak.
3. Bacon—Broiled or fried.
4. Pork loins, Fresh—Roast; crown roast; braised chops.
   Cured—Canadian style bacon.
5. Spareribs—Baked or boiled.
6. Spareribs—Half sheet—Baked and boiled.
7. Brisket (forepart of bacon)—Seasoning for vegetables.
8. Picnic, Cured—Baked or boiled; fried or braised.
9. New York style shoulder—Cooked like fresh ham.
10. Neck bones—Cooked like spareribs.
11. Picnic butts—Cooked like ham.
12. Jowl butts—Sliced, fried; seasoning for vegetables.
13. Boston butts—Cooked like ham.
14. Loin butts (end of pork loin)—Roast.
15. Fore feet—Boiled and pickled.
16. Leaf fat—Rendered for lard.

OTHER EDIBLE PARTS

Heart—Stew; braised.
Kidney—Stew; meat pie.
Liver—Fried; braised; liver loaf; liver paste.
Tongue—(Fresh, corned, pickled,) boiled.
Brains—Fried; braised; scrambled.
Tail—Boiled.
Ears and snout—Boiled.
Head—Headcheese; scrapple.

Quality variations in pork on the average retail market are slight.

Best-quality cuts have a thin, smooth skin, free from wrinkles. Difference in color between cuts of different grades is not so great as in beef, veal, and lamb. High-quality flesh is fine; poor quality, soft and flabby. Top-grade hams are short, thick, with a moderately small shank. Best grade in spareribs and pork loin has soft, red bones, fine-textured flesh.

All pork should be thoroughly cooked.

LAMB

LITTLE CHANGE occurred in prices of lamb from July 2 to July 16, breast lamb advancing 0.1 cent a pound, leg of lamb remaining the same, square chuck dropping 0.3 cent a pound. The greatest change in lamb prices during the past year was in breast lamb, which was 20.9 percent higher on July 16.

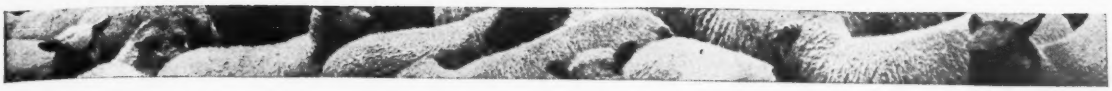
MARKETINGS of sheep and lambs at the seven markets during the week ending July 27 totaled 185,000 head. This was 16,000 less than in the preceding week, and 59,000 less than in the corresponding week a year ago. There was an increased proportion of slaughter lambs from the Northwest, and marketings of these are expected to increase seasonally, since ranges are beginning to deteriorate.

PRICES received by farmers for lambs on July 15 averaged about 4 percent lower than on the corresponding date in June, but 11 percent above the price on July 15, 1934, and about 3 percent above the 1910-14 average July 15 price. Little change in lamb prices is expected during the remainder of the summer.

SLAUGHTER of lambs during the first 2 months of the present crop year was considerably larger than for the corresponding period last year, but slaughter during the remainder of the grass lamb marketing season up to December 1 will probably be no larger than during that period last year, in view of the reduced western lamb crop. Demand for feeding lambs in the Corn Belt and western feeding areas during the fall months will have an important bearing upon the slaughter of late lambs. If the demand for breeding stock is active, fewer lambs will reach the slaughter pens. Feed-crop prospects in the Corn Belt, though below the average of 1928-32, are considerably better than in either of the past two drought years.

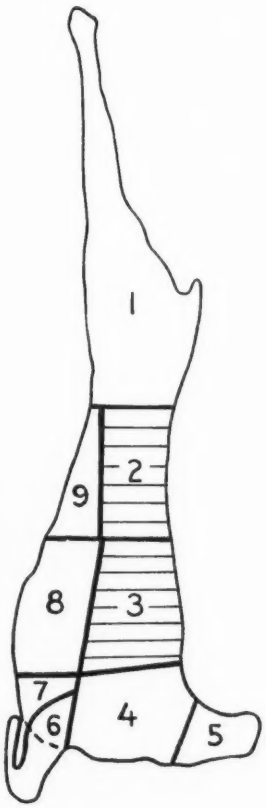
Average Retail Prices, July 16, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	27.3	13.3	21.2
New England:			
Boston	25.8	13.7	17.5
Bridgeport	28.0	10.4	22.4
Fall River	27.0	11.2	19.1
Manchester	27.0	11.5	22.2
New Haven	27.8	12.5	21.9
Portland, Maine	26.4	14.4	20.5
Providence	26.4	16.2	22.0
Middle Atlantic:			
Buffalo	24.7	13.6	22.9
Newark	28.4	14.0	24.0
New York	27.2	11.8	19.9
Philadelphia	28.3	9.1	19.3
Pittsburgh	28.3	14.6	20.0
Rochester	25.4	14.1	22.4
Scranton	31.0	14.3	25.0
East North-Central:			
Chicago	27.6	12.4	23.3
Cincinnati	31.1	16.7	25.2
Cleveland	29.5	15.2	25.4
Columbus	30.3	17.6	26.9
Detroit	29.5	15.9	26.0
Indianapolis	30.9	13.5	23.4
Milwaukee	28.8	12.8	23.8
Peoria	28.4	14.2	22.9
Springfield, Ill	26.7	13.0	20.1
West North-Central:			
Kansas City	26.2	15.8	22.7
Minneapolis	26.6	11.1	22.3
Omaha	26.2	9.8	19.6
St. Louis	26.9	17.5	22.5
St. Paul	25.7	11.7	21.9
Wichita	26.7	11.6	20.7
South Atlantic:			
Atlanta	26.5	17.7	20.0
Baltimore	27.4	14.4	22.6
Charleston, S. C.	29.3	15.0	20.0
Jacksonville	26.3	13.3	20.4
Norfolk	26.4	13.0	17.9
Richmond	28.5	15.0	22.1
Savannah	26.7	13.0	18.6
Washington, D. C.	29.4	13.3	24.1
Winston-Salem	30.0	16.5	21.5
East South-Central:			
Birmingham	30.7	14.7	17.5
Louisville	30.4	17.0	23.8
Memphis	27.5	13.2	18.1
Mobile	27.5	14.0	18.2
West South-Central:			
Dallas	29.6	17.2	17.8
El Paso	28.1	14.6	20.9
Houston	29.7	14.2	19.2
Little Rock	26.6	14.7	18.9
New Orleans	26.7	13.3	17.5
Oklahoma City	29.3	12.3	19.3
Mountain:			
Butte	25.7	13.3	20.0
Denver	25.2	12.6	19.6
Salt Lake City	25.6	11.8	20.4
Tucson	26.6	12.3	22.6
Pacific:			
Los Angeles	24.7	10.7	18.0
Portland, Oreg.	20.7	10.2	17.2
San Francisco	25.7	10.1	18.0
Seattle	23.6	11.2	18.8



COOK ACCORDING TO THE GRADE AND CUT

LAMB



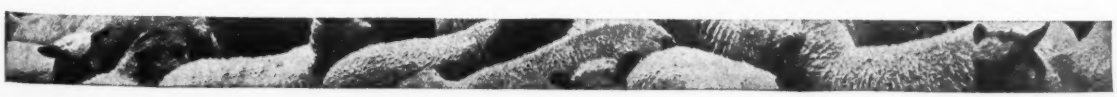
1. Leg—Roast.
2. Loin—Broiled chops; roast saddle.
3. Rack—Broiled chops; crown roast.
4. Sq. chuck—Boned roast; stew; Saratoga chops.
5. Neck—Stew.
6. Shank—Soup; stew; ground-meat patties.
7. Breast—Stew; stuffed roast.
8. Flank—Stew; ground-meat patties.

OTHER EDIBLE PARTS

Heart—Stew; braised.
Kidney—Broiled on toast.
Liver—Broiled; fried; braised.
Tongue—(Fresh, corned, pickled, smoked), boiled.
Brains—Fried; braised; scrambled.

Lamb at any age is tender. "Spring lamb" (most plentiful from May to July) are 3 to 5 months old; "Grass lamb" (sold from August to December) are mostly 5 to 8 months old; "Fed lamb" (sold usually from December to May) are 8 to 12 months old.

Look for U. S. grades—Prime, Choice, Good, Medium, Common—on all lamb which has been Government graded for quality.



DAIRY PRODUCTS

BUTTER rose 0.1 cent a pound, milk dropped 0.1 cent a quart, while the price of cheese remained unchanged during the 2 weeks ending July 16.

AT THE FARM decreased prices again were recorded for dairy products, although seasonal advances usually occur for most items in this group from June to July. The July 15 figure on butter fat amounted to 22.3 cents per pound, compared with 23.7 cents per pound a month earlier and 22.1 cents in July 1934. Better than average condition of pastures and a substantial increase in milk production over a year ago prevented the recurrence of the usual seasonal rise in butter fat prices this year during the month ending July 15.

MILK PRODUCTION was estimated to be 6 percent higher on July 1 than a year ago. Although there are fewer cows than last year, milk production per cow was about 12 percent higher on July 1, 1935, than on the same date in 1934, and nearly 10 percent above July 1, 1933. It was almost 2 percent less, however, than the average for July 1 for the period 1925-32. The greatest increase over a year ago occurred in the North-Central States, where the drought was most severe last year. Production in most of the important dairy States on July 1 was above average.

ACREAGE of hay for harvest this year is nearly 9 percent larger than in 1934 and it is expected that the crop to be harvested will be nearly 50 percent larger. With fewer livestock to feed and more feed grains and hay in prospect than a year ago, the available supply per animal should be much greater than last year. With this favorable feeding situation it is expected that milk production per cow will continue fairly high for the next few months.

Average Retail Prices, July 16, 1935 (cents)

Markets	Milk, fresh: Quart (delivered)	Milk, fresh: Butter fat content	Cheese (lb.)	Butter (lb.)
United States	11.7	3.5-4.6	24.9	30.3
New England:				
Boston	12.0	3.7-4.0	25.2	30.0
Bridgeport	13.0	3.8	29.2	31.4
Fall River	13.0	3.8	25.2	30.4
Manchester	12.0	3.8-4.1	25.5	29.6
New Haven	13.0	3.8-4.05	26.4	31.6
Portland, Maine	12.0	4.0-4.1	26.1	30.5
Providence	13.0	3.7-3.8	24.4	29.7
Middle Atlantic:				
Buffalo	12.0	3.6-3.7	25.9	28.6
Newark	13.0	3.5-3.7	28.3	32.4
New York	12.5	3.5-3.7	28.7	31.5
Philadelphia	11.0	3.5-4.0	29.7	32.8
Pittsburgh	11.0	3.6-4.6	26.7	31.2
Rochester	12.0	3.8	26.9	28.9
Scranton	11.0	3.8	26.5	30.2
East North-Central:				
Chicago	11.0	3.6-3.8	27.9	30.0
Cincinnati	12.0	3.7	24.6	29.6
Cleveland	10.0	3.5	26.7	30.6
Columbus	10.0	4.0	24.9	30.2
Detroit	12.0	3.6-3.7	24.0	30.8
Indianapolis	10.0	3.8-3.9	24.0	28.4
Milwaukee	10.0	3.6-3.63	26.8	28.8
Peoria	11.0	3.8-4.0	24.1	28.8
Springfield, Ill.	11.1	4.0	21.6	29.4
West North-Central:				
Kansas City	11.0	3.8-4.0	25.7	28.9
Minneapolis	10.0	3.5-3.7	23.8	27.9
Omaha	10.0	3.8	26.0	28.7
St. Louis	12.0	3.7-3.8	24.0	30.1
St. Paul	10.0	3.6-3.7	24.4	28.6
Wichita	10.0	3.7-4.0	21.5	25.8
South Atlantic:				
Atlanta	14.0	4.3-4.4	24.0	32.2
Baltimore	12.0	4.0	25.5	32.5
Charleston, S. C.	15.0	4.0-4.3	21.9	30.6
Jacksonville	15.0	4.0-4.5	21.9	31.0
Norfolk	14.0	3.8	22.6	30.6
Richmond	12.0	3.5	23.0	29.7
Savannah	14.0	4.0-4.5	21.1	30.1
Washington, D. C.	13.0	4.1-4.2	25.5	32.6
Winston-Salem	14.0	———	23.7	32.0
East South-Central:				
Birmingham	14.0	4.3-4.5	21.3	33.0
Louisville	12.0	4.0	24.9	28.0
Memphis	10.5	3.5-4.5	20.9	29.2
Mobile	13.0	4.0-4.5	22.2	29.1
West South-Central:				
Dallas	11.0	4.4	26.6	28.0
El Paso	11.0	4.0	21.8	30.3
Houston	12.0	4.0-4.5	20.0	30.3
Little Rock	12.0	3.8-4.5	22.2	28.3
New Orleans	11.0	4.2-4.5	23.4	30.9
Oklahoma City	11.0	4.0	24.4	29.9
Mountain:				
Butte	10.0	3.5-3.7	23.8	30.4
Denver	10.7	3.8	26.1	30.2
Salt Lake City	10.0	3.8	22.2	30.9
Tucson	10.0	3.8-4.0	25.0	31.5
Pacific:				
Los Angeles	11.0	4.0	26.4	31.6
Portland, Oreg.	10.5	4.0	22.7	30.6
San Francisco	12.0	4.0-4.2	27.6	32.1
Seattle	9.0	4.0	22.0	31.7

Average Retail Prices, July 16, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.3	8.9	9.0
New England:			
Boston	8.3	9.2	8.8
Bridgeport	8.7	9.1	9.2
Fall River	8.0	8.4	8.9
Manchester	8.3	9.0	8.7
New Haven	8.5	8.9	9.3
Portland, Maine	9.1	9.6	9.4
Providence	8.2	8.8	9.4
Middle Atlantic:			
Buffalo	8.4	8.5	9.4
Newark	9.2	9.5	9.6
New York	8.9	9.1	9.6
Philadelphia	8.7	9.9	10.6
Pittsburgh	8.4	9.1	9.2
Rochester	8.1	8.2	9.1
Scranton	9.3	9.6	9.9
East North-Central:			
Chicago	7.4	7.9	8.9
Cincinnati	7.8	9.4	9.5
Cleveland	7.8	8.3	8.7
Columbus	8.1	9.1	9.3
Detroit	7.2	7.7	8.0
Indianapolis	7.4	7.7	8.9
Milwaukee	6.7	6.7	9.3
Peoria	8.0	9.0	9.0
Springfield, Ill.	8.7	9.6	9.6
West North-Central:			
Kansas City	7.8	9.0	9.1
Minneapolis	8.4	8.8	9.3
Omaha	8.4	9.3	8.8
St. Louis	8.3	9.0	9.5
St. Paul	8.5	9.0	9.6
Wichita	7.7	9.3	7.9
South Atlantic:			
Atlanta	9.1	9.4	9.0
Baltimore	8.9	9.3	9.5
Charleston, S. C.	9.2	9.8	10.0
Jacksonville	9.7	9.9	10.0
Norfolk	8.4	8.7	9.0
Richmond	8.6	8.9	9.0
Savannah	9.4	10.0	10.5
Washington, D. C.	8.4	8.8	8.9
Winston-Salem	9.9	——	10.0
East South-Central:			
Birmingham	9.8	9.9	10.0
Louisville	7.4	8.0	8.5
Memphis	8.4	8.9	9.3
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	7.9	8.0	7.8
El Paso	8.9	10.0	9.3
Houston	6.3	8.5	8.6
Little Rock	9.9	9.9	10.1
New Orleans	8.3	8.7	9.7
Oklahoma City	9.2	10.2	10.0
Mountain:			
Butte	9.5	9.6	9.6
Denver	7.7	9.2	8.0
Salt Lake City	6.6	9.4	6.7
Tucson	10.0	10.0	10.1
Pacific:			
Los Angeles	7.2	9.3	7.9
Portland, Oreg.	9.1	10.2	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	10.0	9.0

BREAD

PRICES of white, rye, and whole wheat bread remained unchanged during the first half of July: the price of white bread ranging from 6.3 cents a pound at Houston, Tex., to 10 cents at Tucson, Ariz.

FROM November 1934 to the middle of July white bread remained practically unchanged. On the latter date the price was only a little more than 1 percent above the price a year ago. Although the retail price of bread this year has been above the level of the past 4 depression years, it was in July still about 10 percent under the July average for the 5 years 1926 to 1930.

AS THE RESULT of the downward movement in wheat prices without a corresponding change in retail prices of bread, the margin between the farm price of wheat and the retail price of bread continued to widen during the month ending July 15. The increase was slight. Out of each dollar consumers paid for bread in July, 79 cents went to processors of wheat and bread and distributors handling these foods from the farm to consumers. This amount does not include the processing tax on wheat, which goes back to farmers in the form of benefit payments. This figure was 2 cents greater than in the first 5 months of 1935, but the same as in July 1934.

CEREAL PRODUCTS

FLOUR and wheat cereal cost consumers the same on July 2 and July 16. Macaroni dropped 0.1 cent a pound in this period. Flour and macaroni were both selling at the same price in mid-July as a year ago: wheat cereal was priced 2 percent higher.

DECLINE in the United States average price received by farmers for wheat amounted to less than 1 cent per bushel from June 15 to July 15 as reports of rust infestation of the spring wheat crop helped to keep prices steady during the period when local market prices usually decline under the pressure of the seasonal increase in winter wheat receipts. At 76.4 cents per bushel in mid-July the average price received by farmers for wheat was 2.4 cents lower than a year earlier, when a smaller total crop than that now in prospect was being harvested.

PRODUCTION of wheat was forecast on July 1 at 731,045,000 bushels, which would be about 47 percent larger than the short 1934 crop, but around 15 percent smaller than an average crop for the 5 years 1928 to 1932. Since the first of July the infection of black rust in the spring wheat States is reported to have gained considerable headway and is now prevalent over a large part of the area. In consequence, the crop will probably be materially smaller than that indicated by the July 1 estimate.

Average Retail Prices, July 16, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	4.9	15.6	24.7
New England:			
Boston	4.6	14.8	23.5
Bridgeport	5.4	16.8	25.2
Fall River	5.0	16.6	22.8
Manchester	5.1	17.2	26.1
New Haven	5.3	16.8	23.5
Portland, Maine	4.7	17.8	24.3
Providence	4.9	15.0	22.9
Middle Atlantic:			
Buffalo	5.1	16.7	24.5
Newark	5.5	16.3	24.3
New York	5.6	16.8	23.6
Philadelphia	5.0	16.4	24.9
Pittsburgh	4.5	15.9	23.3
Rochester	5.3	15.3	23.5
Scranton	4.9	17.5	24.7
East North-Central:			
Chicago	4.9	14.4	25.0
Cincinnati	4.7	15.3	22.4
Cleveland	4.9	17.2	23.1
Columbus	4.3	17.6	27.5
Detroit	4.6	14.8	23.5
Indianapolis	4.5	15.0	25.7
Milwaukee	4.6	14.1	24.9
Peoria	4.9	16.6	25.2
Springfield, Ill	5.3	15.9	26.3
West North-Central:			
Kansas City	4.7	16.5	23.5
Minneapolis	4.8	14.2	22.2
Omaha	4.6	19.3	24.5
St. Louis	4.9	16.6	25.9
St. Paul	4.8	14.2	23.6
Wichita	4.4	15.9	25.2
South Atlantic:			
Atlanta	5.5	17.6	26.3
Baltimore	4.8	15.5	24.3
Charleston, S. C	5.4	15.4	25.0
Jacksonville	5.6	15.0	26.4
Norfolk	4.9	15.4	25.4
Richmond	4.8	15.2	23.3
Savannah	5.3	16.2	25.4
Washington, D. C	5.3	15.7	24.0
Winston-Salem	3.8	16.0	27.3
East South-Central:			
Birmingham	5.3	13.4	25.9
Louisville	4.7	14.3	24.3
Memphis	5.5	14.2	25.4
Mobile	5.1	16.8	25.6
West South-Central:			
Dallas	4.8	18.7	26.6
El Paso	4.9	16.9	26.1
Houston	4.6	13.1	22.9
Little Rock	4.7	15.7	29.8
New Orleans	6.1	9.5	24.0
Oklahoma City	5.1	12.2	16.5
Mountain:			
Butte	4.6	16.5	25.7
Denver	3.8	15.6	24.5
Salt Lake City	3.7	16.7	26.3
Tucson	5.1	16.8	25.9
Pacific:			
Los Angeles	4.4	15.1	24.0
Portland, Oreg	4.5	17.2	22.2
San Francisco	4.9	15.9	23.8
Seattle	4.5	16.3	26.4

Average Retail Prices, July 16, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	28.2	33.6
New England:		
Boston	32.1	43.8
Bridgeport	32.6	47.1
Fall River	27.9	41.9
Manchester	32.2	43.4
New Haven	32.6	42.5
Portland, Maine	31.4	41.0
Providence	31.1	43.6
Middle Atlantic:		
Buffalo	28.8	34.3
Newark	33.5	42.5
New York	31.4	40.9
Philadelphia	32.2	36.2
Pittsburgh	29.9	32.8
Rochester	29.7	34.2
Scranton	35.3	35.2
East North-Central:		
Chicago	28.2	32.9
Cincinnati	26.9	32.2
Cleveland	31.8	33.9
Columbus	30.3	30.6
Detroit	30.4	31.5
Indianapolis	26.8	28.4
Milwaukee	23.8	30.2
Peoria	26.4	27.4
Springfield, Ill	24.6	27.2
West North-Central:		
Kansas City	26.6	30.3
Minneapolis	25.1	29.3
Omaha	24.2	28.5
St. Louis	25.7	30.2
St. Paul	24.5	29.8
Wichita	24.6	25.5
South Atlantic:		
Atlanta	24.1	32.0
Baltimore	32.2	35.0
Charleston, S. C.	24.7	30.4
Jacksonville	25.6	35.9
Norfolk	26.8	32.0
Richmond	29.8	31.8
Savannah	21.9	29.1
Washington, D. C.	32.6	38.9
Winston-Salem	31.6	27.4
East South-Central:		
Birmingham	20.7	27.4
Louisville	25.8	28.0
Memphis	22.5	29.9
Mobile	21.6	27.6
West South-Central:		
Dallas	23.3	29.6
El Paso	24.9	40.9
Houston	28.1	29.6
Little Rock	22.1	28.4
New Orleans	24.7	29.9
Oklahoma City	20.8	25.7
Mountain:		
Butte	26.0	35.2
Denver	27.7	36.8
Salt Lake City	28.8	33.0
Tucson	29.2	41.2
Pacific:		
Los Angeles	32.5	34.2
Portland, Oreg.	26.2	30.9
San Francisco	34.4	33.7
Seattle	29.3	34.2

POULTRY AND EGGS

DURING the first half of July the price of hens rose 0.2 cent a pound and egg prices went 0.9 cent a dozen higher. Hens were selling on July 16 at prices 19 percent higher than a year ago, while eggs were up about 28 percent. Hen prices are for fowl at least a year old. While prices of younger chickens tend to fall off from May to December, it is not unusual for prices charged for hens to show increases in this period, especially when farmers get good prices for eggs.

AVERAGE PRICE for eggs paid producers advanced 0.7 cent per dozen between June 15 and July 15, while the price paid for live chickens (which is an average for different kinds) declined 1.6 cents a pound during the same period.

NUMBER of eggs laid per 100 hens on July 1 this year was 44.1, compared with 40.9 on that date last year and with a July 5-year average of 42.8. The number of eggs laid per 100 hens on July 1 this year was greater than on that date in any of the previous 10 years. This heavier rate of laying more than overcame the shortage in number of layers below last year and resulted in a total production of eggs about 1.9 percent greater than on July 1 last year. Most of the gain is due to improvement in the Central States.

NUMBER of hens and pullets in farm flocks on July 1 was 6 percent less than on that date last year. On January 1 numbers were 8 percent less than a year earlier. This pick-up in numbers is due mainly to some recovery in the North-Central States, where the shortage below numbers last year decreased from about 11 percent in January to about 7 percent in July.

VEGETABLES

(Fresh)

NO CHANGE occurred in the price of potatoes, but both onions and cabbage prices dropped slightly, onions 0.8 cent a pound and cabbage 0.4 cent a pound during the 2 weeks ending July 16. Cabbage was selling at about 18 percent less than prices in mid-July a year ago.

BIG SUPPLIES of potatoes are reported from all of the local farm gardens. This has caused prices to commercial producers to decline even more than supplies indicate they should. There are still some 1934 old crop potatoes being moved to market from Maine, New York, and Wisconsin.

TOTAL crop of potatoes from the intermediate group of States is estimated at 37,321,000 bushels this year, compared with 33,810,000 last year and 39,833,000 for the 5-year average 1928-32. For the late States which follow the intermediate on the market, beginning about the middle of August, production is estimated at 295,430,000 bushels against 312,368,000 bushels last year and 290,322,000, 5-year average, which indicates that there will be plenty of potatoes this fall and all next winter if these crop prospects turn out.

ONIONS from the intermediate group of States are moving to market now in much smaller volume than they did at this time a year ago. Principal shipping States are California, Iowa, Massachusetts, and Washington. Production in this group of States is estimated at 4,303,000 sacks against 3,619,000 sacks last year and 3,850,000 sacks for the 5-year average. Onions from the late States will move to market about August or September. Acreage is estimated at about 9,500 acres above last year and about 3,000 acres above average. With normal growing conditions the crop will likely be considerably larger than last year.

MOST of the cabbage is moving to market by truck from nearby market areas at this time of year. Acreage in the intermediate States is just about the same as last year. Late domestic cabbage which will start to move in September shows a slight decrease in acreage, also there is a slight decrease in the acreage of late Danish type of cabbage. Unless yields are better than usual in these late States, production is likely to be smaller than last season.

Average Retail Prices, July 16, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.1	5.1	2.8
New England:			
Boston	2.3	5.4	2.9
Bridgeport	2.2	5.8	3.0
Fall River	1.9	5.6	3.3
Manchester	2.2	6.2	3.5
New Haven	2.3	5.7	2.2
Portland, Maine	1.8	5.6	2.9
Providence	2.0	4.7	2.7
Middle Atlantic:			
Buffalo	1.9	5.1	2.1
Newark	2.4	5.4	2.9
New York	2.5	5.1	3.4
Philadelphia	2.2	4.2	2.2
Pittsburgh	2.2	5.5	2.8
Rochester	2.0	5.3	2.4
Scranton	2.0	4.4	2.4
East North-Central:			
Chicago	2.1	4.3	2.6
Cincinnati	2.3	5.4	2.1
Cleveland	2.4	5.2	2.5
Columbus	2.2	6.4	2.2
Detroit	2.1	4.9	1.7
Indianapolis	2.1	5.7	2.3
Milwaukee	1.8	4.6	2.7
Peoria	2.1	6.1	2.8
Springfield, Ill	2.0	6.1	2.2
West North-Central:			
Kansas City	1.8	5.8	1.7
Minneapolis	2.2	6.4	2.1
Omaha	2.1	6.3	2.5
St. Louis	2.1	4.7	2.1
St. Paul	2.0	6.0	2.5
Wichita	1.5	4.6	2.4
South Atlantic:			
Atlanta	2.2	5.4	2.5
Baltimore	1.9	5.0	2.3
Charleston, S. C.	2.0	6.4	3.6
Jacksonville	2.0	5.0	3.3
Norfolk	1.9	5.4	3.3
Richmond	1.7	6.3	2.9
Savannah	1.9	4.9	3.1
Washington, D. C.	1.8	5.2	3.4
Winston-Salem	2.1	6.0	2.8
East South-Central:			
Birmingham	1.8	5.2	3.1
Louisville	2.1	4.6	2.4
Memphis	2.1	3.9	2.6
Mobile	2.2	4.9	3.3
West South-Central:			
Dallas	3.4	4.3	3.8
El Paso	2.2	3.0	3.1
Houston	2.7	2.9	3.9
Little Rock	1.7	4.0	3.1
New Orleans	2.0	4.1	3.5
Oklahoma City	1.7	3.6	2.8
Mountain:			
Butte	2.4	7.4	3.9
Denver	2.3	4.8	2.3
Salt Lake City	1.8	5.6	2.5
Tucson	1.8	3.4	2.3
Pacific:			
Los Angeles	1.7	3.3	1.6
Portland, Oreg.	2.1	4.6	2.6
San Francisco	2.1	4.2	7.2
Seattle	2.0	3.8	2.8

Average Retail Prices, July 16, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	9.4	6.0	4.9
New England:			
Boston	9.7	5.4	6.8
Bridgeport	9.8	6.4	6.3
Fall River	8.7	6.2	6.1
Manchester	8.5	5.4	7.4
New Haven	10.3	6.1	4.6
Portland, Maine	9.4	7.0	7.4
Providence	10.0	5.0	5.7
Middle Atlantic:			
Buffalo	8.0	4.3	5.3
Newark	13.2	7.1	5.4
New York	12.4	8.9	6.1
Philadelphia	10.9	5.1	4.4
Pittsburgh	10.6	6.1	3.9
Rochester	9.3	4.4	4.0
Scranton	10.9	6.4	5.6
East North-Central:			
Chicago	11.3	8.2	4.9
Cincinnati	11.5	6.0	3.1
Cleveland	11.4	5.3	5.5
Columbus	12.6	7.1	4.6
Detroit	10.4	5.5	5.0
Indianapolis	10.8	6.1	3.8
Milwaukee	9.9	6.4	4.6
Peoria	10.5	6.9	6.2
Springfield, Ill	12.1	5.9	5.7
West North-Central:			
Kansas City	10.4	4.5	4.7
Minneapolis	9.4	4.1	3.7
Omaha	9.4	5.0	3.4
St. Louis	11.3	5.8	4.8
St. Paul	9.2	5.2	3.9
Wichita	9.5	7.5	4.2
South Atlantic:			
Atlanta	9.9	6.8	6.5
Baltimore	11.5	8.4	6.9
Charleston, S. C.	9.9	7.5	6.4
Jacksonville	8.9	8.7	6.4
Norfolk	10.6	5.0	5.0
Richmond	10.1	7.3	4.1
Savannah	9.3	8.1	6.9
Washington, D. C.	12.4	6.4	7.5
Winston-Salem	12.9	10.0	8.2
East South-Central:			
Birmingham	7.8	7.0	6.2
Louisville	10.3	7.2	3.0
Memphis	6.9	5.4	3.5
Mobile	8.3	8.1	6.0
West South-Central:			
Dallas	6.4	9.7	4.2
El Paso	6.4	9.5	2.5
Houston	6.6	6.2	5.0
Little Rock	6.2	6.8	4.0
New Orleans	8.7	7.8	6.2
Oklahoma City	7.0	7.2	3.9
Mountain:			
Butte	8.6	8.1	5.0
Denver	6.7	4.3	3.2
Salt Lake City	7.9	5.8	2.4
Tucson	4.6	4.4	2.3
Pacific:			
Los Angeles	6.4	2.5	2.6
Portland, Oreg.	4.8	4.7	3.9
San Francisco	4.5	4.7	2.5
Seattle	4.3	4.4	2.3

VEGETABLES
(Fresh)

LETTUCE increased 1.5 cents a head, spinach cost the consumer 0.6 cent a pound more, carrot prices dropped 0.3 cent a bunch, from July 2 to July 16. Spinach prices ended about 26 percent cheaper than they were a year ago, while lettuce was some 15 percent higher.

LATE JULY supplies of lettuce came pretty largely from California, New York, and Washington. Shipments during the week of July 24 to 29 amounted to 993 cars, as compared with 803 cars for the corresponding week last year. Up to July 27 the total shipments for this season were about 4 percent greater than for the same period in 1934.

MOST of the spinach and carrots are now being trucked in from nearby market areas. At the present time we are between seasons for carrots. Movement of the crop from Texas has just been completed, while New York is beginning and California is now about finishing up the crop of last year and will begin on a new crop season in October.

ACREAGE of commercial truck crops in 1935 is estimated at 1,481,710, about the highest on record. Preliminary estimate of acreage of crops for canning is likewise close to a record. If weather conditions are favorable the supplies of fresh vegetables and vegetables for canning should be plentiful during the balance of the season.

PRICES received by producers for truck crops have been declining. The index of the farm price of truck crops on July 15 was 93 percent of the 1910–14 average, compared with 96 percent on June 15 and 127 percent on May 15. Part of this decline was seasonal; however, the July index at 93 percent was 9 percent below the level of July 1934.

FRUIT

(Fresh)

APPLES were selling for 1.3 cents a pound less on July 16 than 2 weeks earlier, while bananas cost 0.2 cent a pound more and oranges 0.1 cent more. Last year at that time the retail price of oranges was 16.5 percent higher, apples were 11.3 percent higher, and bananas were 6.5 percent higher.

LOWER PRICES of apples are explained largely by the larger production that is now in prospect, and by the fact that new crop apples are now coming on the market in larger volume as contrasted to rather short supplies of storage fruit which dominated the market up to the beginning of the new crop season.

CALIFORNIA Valencia oranges are now the dominant variety in the orange market. The crop is estimated at 26,400,000 boxes, as compared with 16,465,000 boxes produced last year.

PRICES received by farmers for fruit declined 2 percent from June 15 to July 15. At 98 percent of the 1910-14 average, they were 13 percent below the average for mid-July last year. In general, production of fruit is expected to be considerably greater this year than in 1934.

PEAK of the peach season in Georgia, the Carolinas, and Arkansas is just about past, although supplies are still moving from these States. Consumers who contemplate some canning and have not already filled their needs, will not meet the same difficulties as they did last year when the northern peach crop was about wiped out. The peach crop in Northern States is well above average. Peak of the season from Maryland and Pennsylvania west to Illinois will be reached this month, while New York, Michigan, and the Western States, except California, will get into full swing along in September.

Average Retail Prices, July 16, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	6.3	21.7	31.8
New England:			
Boston	6.7	*5.7	32.5
Bridgeport	8.2	*5.9	33.6
Fall River	7.1	*6.3	31.7
Manchester	6.4	*6.0	35.4
New Haven	5.1	21.9	33.0
Portland, Maine	6.0	*6.2	32.4
Providence	6.5	*5.7	35.4
Middle Atlantic:			
Buffalo	6.7	24.5	32.2
Newark	7.4	24.7	34.1
New York	6.3	21.5	36.5
Philadelphia	6.2	19.3	37.1
Pittsburgh	5.1	20.3	36.7
Rochester	5.5	21.0	29.5
Scranton	6.3	19.1	32.9
East North-Central:			
Chicago	5.9	*6.5	32.9
Cincinnati	5.1	*6.5	32.4
Cleveland	5.0	*6.3	32.5
Columbus	4.7	*5.9	34.2
Detroit	6.5	*6.1	35.7
Indianapolis	4.3	*6.4	31.5
Milwaukee	5.7	*6.1	30.5
Peoria	6.0	*7.2	31.6
Springfield, Ill	5.5	*6.4	36.8
West North-Central:			
Kansas City	5.2	*6.6	33.5
Minneapolis	9.3	*7.3	23.9
Omaha	6.0	*7.8	33.2
St. Louis	7.0	*6.3	28.5
St. Paul	9.3	*7.7	36.0
Wichita	8.8	*6.7	33.3
South Atlantic:			
Atlanta	5.0	22.4	25.6
Baltimore	8.8	18.8	31.6
Charleston, S. C	6.6	20.3	28.1
Jacksonville	7.6	15.4	24.8
Norfolk	5.7	19.5	34.8
Richmond	6.0	23.5	33.9
Savannah	5.8	17.8	24.4
Washington, D. C	7.2	20.9	36.3
Winston-Salem	3.6	*5.2	36.0
East South-Central:			
Birmingham	5.6	*6.1	34.2
Louisville	4.1	*6.0	32.3
Memphis	4.3	*5.3	30.0
Mobile	6.3	14.6	29.5
West South-Central:			
Dallas	7.3	*5.6	33.4
El Paso	8.8	*5.3	26.7
Houston	——	19.4	30.8
Little Rock	——	*5.3	35.8
New Orleans	10.9	15.1	32.7
Oklahoma City	5.2	*5.8	31.6
Mountain:			
Butte	9.2	*9.3	29.0
Denver	6.1	*7.1	29.8
Salt Lake City	9.4	*7.6	25.8
Tucson	9.4	*5.1	17.7
Pacific:			
Los Angeles	9.1	*6.1	15.0
Portland, Oreg	5.5	*7.5	25.8
San Francisco	5.7	21.4	25.4
Seattle	6.6	*7.3	26.3

Average Retail Prices, July 16, 1935 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	13.0	17.6	10.4	19.5	23.0	22.6
New England:						
Boston	13.6	17.8	12.4	19.3	22.9	22.3
Bridgeport	14.9	20.9	13.1	20.6	25.5	23.7
Fall River	12.0	18.3	9.8	18.6	22.2	22.3
Manchester	13.9	19.3	11.6	21.1	24.5	23.6
New Haven	14.5	18.6	11.9	21.6	24.5	23.9
Portland, Maine	13.4	17.9	11.5	20.5	24.5	23.3
Providence	12.6	19.0	10.4	18.2	21.2	21.9
Middle Atlantic:						
Buffalo	12.8	16.9	10.8	20.8	23.8	22.8
Newark	14.0	19.8	11.3	18.5	21.3	22.0
New York	13.3	16.9	10.4	17.8	21.0	20.8
Philadelphia	12.5	18.9	10.3	18.2	22.2	20.7
Pittsburgh	12.4	18.0	10.3	19.6	22.8	23.2
Rochester	14.0	16.4	11.4	21.1	23.6	23.2
Scranton	14.1	17.3	10.4	19.9	20.9	22.4
East North-Central:						
Chicago	13.8	16.8	11.4	21.6	24.7	24.1
Cincinnati	12.9	16.4	12.1	19.8	24.2	23.3
Cleveland	14.3	18.5	11.9	21.1	24.1	24.0
Columbus	13.3	18.6	10.9	21.0	26.1	24.8
Detroit	11.1	18.5	10.0	19.5	22.6	23.0
Indianapolis	11.9	17.5	10.0	19.2	26.1	23.6
Milwaukee	13.4	18.1	11.0	21.4	20.5	23.4
Peoria	13.9	17.1	11.4	21.9	25.3	23.6
Springfield, Ill	13.8	19.4	12.4	21.5	26.6	24.0
West North-Central:						
Kansas City	11.3	16.5	9.9	19.5	23.2	22.8
Minneapolis	11.9	16.0	11.5	21.3	23.8	24.7
Omaha	12.9	17.0	11.5	20.4	23.4	23.8
St. Louis	12.1	18.3	9.5	19.0	23.6	22.8
St. Paul	12.9	16.9	11.3	21.5	23.3	23.9
Wichita	12.3	17.9	9.9	18.5	23.6	23.5
South Atlantic:						
Atlanta	12.5	18.5	9.1	20.1	23.6	24.1
Baltimore	14.0	16.4	9.9	17.9	21.0	20.3
Charleston, S. C	11.3	18.3	9.6	19.8	22.1	22.9
Jacksonville	13.1	18.5	8.8	19.0	24.3	23.1
Norfolk	12.1	15.3	9.3	20.2	23.8	23.8
Richmond	13.4	18.5	8.8	19.3	23.9	23.5
Savannah	13.0	20.3	8.5	20.9	24.2	23.2
Washington, D. C	13.4	14.6	9.5	18.1	22.8	21.6
Winston-Salem	15.5	20.0	9.3	20.1	26.4	26.7
East South-Central:						
Birmingham	11.3	15.5	9.8	20.4	23.5	23.2
Louisville	12.9	16.3	9.6	21.1	24.3	23.7
Memphis	12.8	19.8	9.5	18.8	22.5	21.7
Mobile	12.3	17.3	9.0	17.1	19.9	19.9
West South-Central:						
Dallas	13.4	20.9	9.9	21.0	25.3	24.1
El Paso	12.9	18.3	10.3	21.1	25.1	22.5
Houston	11.5	16.9	8.3	17.8	20.9	20.8
Little Rock	13.0	17.3	10.0	20.7	25.5	25.0
New Orleans	13.6	18.8	9.8	18.5	24.1	21.9
Oklahoma City	11.6	16.0	9.9	19.6	24.1	23.1
Mountain:						
Butte	13.6	17.5	11.6	20.6	23.6	24.5
Denver	14.3	17.8	11.9	21.2	23.7	23.9
Salt Lake City	13.4	17.3	*10.9	21.6	24.2	23.5
Tucson	15.9	21.0	*14.4	20.0	26.2	21.8
Pacific:						
Los Angeles	13.5	16.9	*12.3	16.3	18.8	19.2
Portland, Oreg	13.3	17.8	*13.5	19.6	20.3	21.0
San Francisco	14.0	16.3	*13.0	17.0	19.4	19.7
Seattle	14.0	17.9	*13.5	20.0	21.2	21.0

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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